EC21.com User Manual

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Chapter 1: Welcome your visit to EC21!

Since its establishment in 1997, EC21 has been continuously focused on provision of the B2B marketplace to facilitate exporting trades of SMEs. With the object of creating abundant global market along with enterprises all around the world, EC 21 puts its utmost efforts on providing better services to customers with a great vision to become a "Global Marketing Navigator".

The buyers who wish to purchase products may easily search reliable products through EC21.com and the sellers who wish to implement overseas marketing activities can also promote themselves to the world by registering their product categories at EC21.com while performing marketing activities to the specified buyers found from "Search Buyer" services. Please find more details in the following contents from this manual.

1.1 Services available for Free Member(Basic)

If you subscribe to Free Member of EC21, following services can be provided.

- 1) Register and search your trade leads (Selling leads/Buying leads): 20 selling leads can be registered in max.
 - * If you're a free member, you can search the buying leads after three days from the registration is completed. However, if you convert your membership status into a paid member, you can search the buying leads immediately after the registration is completed and will be able to make a quicker transaction offer to your buyer.
- 2) Register and search product catalogues (Product catalog): 15 product catalogues can be registered in max.
 - * "Trade OK" members can register up to 50 products and "Trade PRO" members can register up to 100 products. In addition, the searching placement will be displayed in sequence of Trade PRO, Trade OK and Free Member, therefore, buyers may not always find you easily if you were subscribed to Free Member in case of popular searching words.
 - 3) Register and search company profile (Company Directory)
 - 4) Customized information services (Trade Alert)
 - 5) Electronic catalogue provision for individual companies
 - 6) Transaction data management (Inquiry)
 - 7) Temporary storage of interesting information (My Favorite)
 - 8) Live Messenger functions

(Sources: based on July, 2010)

1. 2 What are Trade OK and Trade PRO (Premium Membership) services?

Free members can only use basic service items contained in EC21.com and might find difficulties in performing effective marketing activities due to the relatively lower chances available for buyer contacts. However, if you subscribe to Premium Membership, the chances will be higher to successfully trade with buyers through effective marketing approaches exclusively provided by EC21.com. Our premium services can be classified into two categories; Trade OK and Trade PRO.

TRADE OK

- 1) Exclusive access to buyer DB provided for paid members: Get exclusive accesses to over 1 million Global Buyers database and send your inquiries.
- 2) Product registration: You can basically register up to 50 products at no cost and may even extend your product registration with additional cost (USD 100 will be charged per additional 100 products).
- 3) Register what you offer: 200 leads can be registered in max.
- **4) Top search functions**: All searching results including registered product information, trade leads and company profiles will be found on the top of 'Search Results'.
- 5) Apply for "Free Trade Verify": If you apply for an authentication services, TradeVerify mark will be granted through Global CIS (The authentication mark will also be displayed from EC21 website and Search Result).
- 6) DIY website design: You can variously design your own website with our Site Builder functions.

For further details of Trade OK Services, please refer to the following pages:

http://www.ec21.com/html/ec/AW/PS_tradeok_main.html (English)
http://kr.ec21.com/services/TradeOk.html (Korean)

TRADE PRO

To achieve the best advertisement effects based on Trade OK services, Trade PRO services provide additional premium services as followings.

- 1) Product registration: Maximum 100 products can be registered and unlimited numbers of offerings can be registered.
- 2) Top search: Top search function is provided by placing the search result on the higher location than TradeOK search.
- 3) Premium English website and e-Book: Our professional web designers will create your websites and e-Books.
- 4) Advertisement packages: We provide you a package of advertisement services equivalent to approximately USD 1,000 dollars in three different ways including keywords, categories and main screen featured advertisement.

- 5) Inquiry services into credit standing: "Credit Report" services will be provided (Biz-Check, free for twice)
- 6) Private Showroom: Also, "Private Showroom" function, which you can e-mail your product information to only specified buyers, is provided.

For further details of Trade PRO Services, please refer to the following pages:

http://www.ec21.com/html/ec/AW/PS_tradepro.html (English)

http://kr.ec21.com/services/TradePro.html (Korean)

1.3 Why do you use EC21 Premium Membership?

Premium Membership of EC21 as Trade OK and Trade PRO are online overseas marketing tools produced for you to achieve the best effects with low cost. Buyers can quickly and easily find the right sellers and if the seller is subscribed to Premium Member, buyers can preferentially find the Premium Member first. Therefore, our Premium Membership services are the optimized overseas marketing tool to give you the best support in enhancing your trade.

The best place to meet your buyer

Information of Premium Member will be found on the top of search results and you can promote your products to more than 8 million buyers all around the world at the best location.

The first choice for the buyers

You can attract your buyers' interest through the top search of the product category and will have higher chances to receive inquiries from the buyers. Comparing to Free Member, you will have app. 5 times higher chances of getting inquiries if you're Trade OK subscriber and 30 times higher chances if you're Trade PRO subscriber.

- Exclusive access to the buyers

You may preferentially find the recent Buying Leads faster than Free Member and will be provided with our exclusive services of "Buyer Search" only available for paid members.

- Excellent visibility for your products

Paid members will be exceptionally well exposed to buyers in terms of number of product registrations and the sequence of searches when comparing with Free Member. The products exhibited on the Special Product Display will have 8 times higher exposure in the Buyer Search Results than the products of Free Member in the same category. In addition, paid members will be provided with opportunities including keyword banners, category banners and featured product advertisement, etc.

- Premium Company Website

You can build a Premium Company Website within a short time. By applying various website designs along with advanced menu registration, additional menu generation, company profile and contact information, you can attract your buyer's interest even better.

Statistics Analysis

The statistics related to inquiries that you've been receiving for last six months will be displayed as a graph.

- You can quickly gain your buyer's trust.

More than 85% of the buyers prefer to have trades with verified companies; therefore, you can enhance your buyer's faith through our additional verification process, "TadeVerify".

Chapter 2: Start EC21 Services

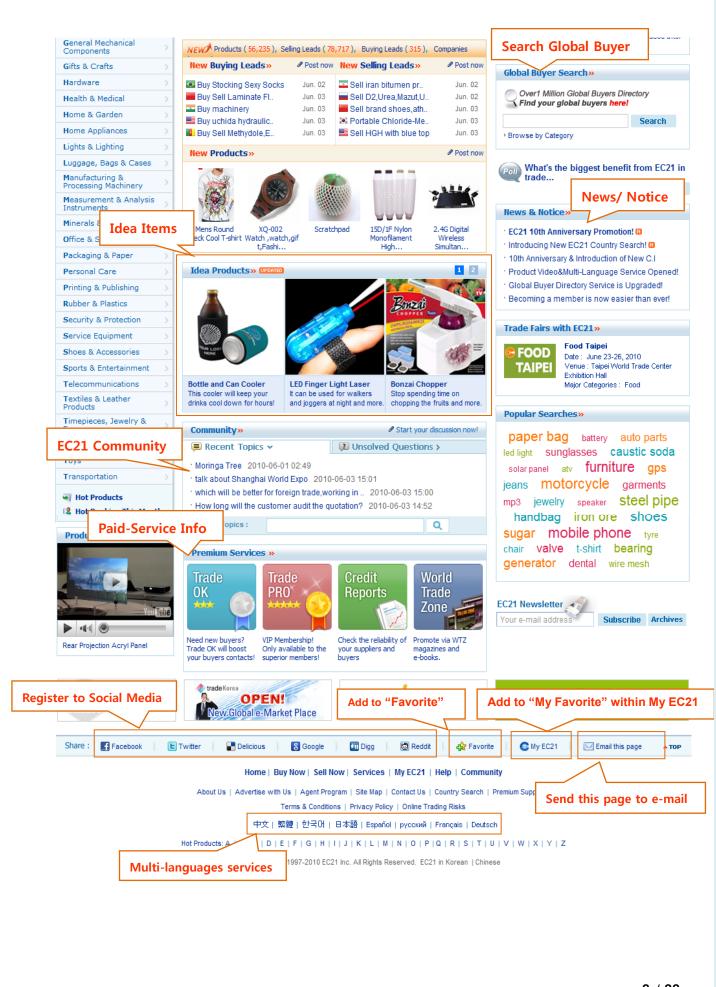
2.1 Brief functions of main screen menu



 Classification of search information: Information searched and registered at EC21 can be classified into following four categories;.

Products, Selling Leads, Buying Leads and Companies

- Buy Now: The page provided for buyers to search product information and selling leads by either keywords or categories.
- Sell Now: The page provided for sellers to search buying leads by either keywords or categories.
- Product Category: Approximately 5,000 of subdivided categories are classified into 4 different stages.
- Featured Products: Products presented by either paid members or paid advertisers are mostly carried.
- ◆ Success Story: Success stories are published on a monthly basis. You can even find more successful cases in our View Page.
- ◆ Regional Channel: Information can be also searched by countries (Country information, economic status, industrial information, registered products by countries, TOP 20 countries, overall country information, etc.)

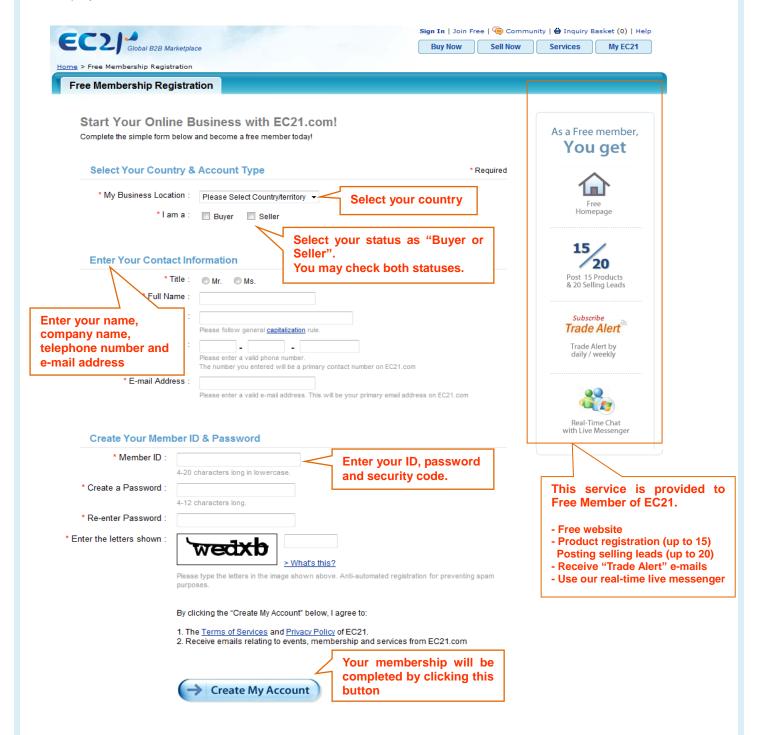


- ◆ Global Buyer Search: Inquires can be sent to your buyers by searching Buyer Info registered in EC21. However, only paid members can use this service.
- ◆ Idea Products: Unique and creative product information is collected on a monthly basis. The registration fees are free, Send your product information to Idea Product Category in Contact Us and our administrator will register after making a selection.
- Notice / News: Important notices and news published by EC 21 will be put on this page.
- ◆ EC21 Community: The most recent registered topics and unsolved issues will be displayed among the topics registered in EC21 Community. By simply subscribing to a member, anyone can use this Community.
- Relevant exhibitions: Exhibitions that EC21 has either participated or cooperated will be updated in this page.
- ◆ Paid-services: Paid-services provided by EC21 including Trade OK, Trade PRO, Credit Report and World Trade Zone are presented.
- Video Files of Products: Original and novel items among the video files of products registered by EC21 members will be updated every two weeks.
- Popular Keywords: The keywords with the highest number of use at EC21 will be displayed. The larger the font size, more frequent the word has been used.
- ◆ Register to Social Media: You can share information or bookmark at the social media such as Facebook, Twitter, Delicious, Google, Digg, Reddit, etc.
- ◆ Favorite: EC21 will be added on your "My Favorites" when you click "Favorite"
- ♦ My EC21: The page address will be stored in your "My Favorite Folder" in My EC21 > Basic Service when you click "My EC21".
- Multi-languages Services: This service is provided for the visitors who are not familiar with English. With 8 different languages displayed on the bottom of the site including Chinese simplified and traditional fonts, Korean, Japanese, Spanish, Russian, French and German, even the users from non-English speaking world can easily use the site.

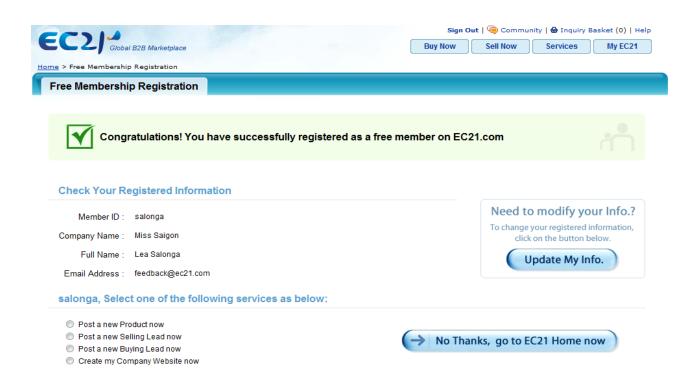
2.2 Subscribe to membership

Subscribing to EC21 membership can be done by simply entering 10 items.

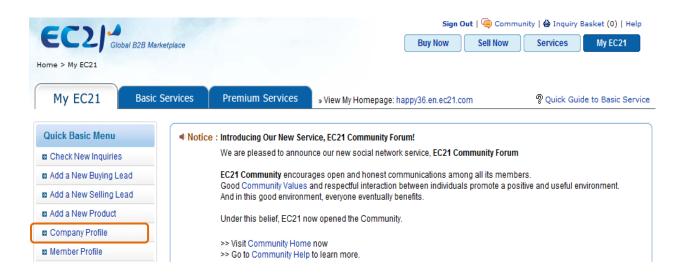
When you click "Join Free" on the top page of EC21, the membership registration page as following will be displayed.



Note: The ID you enter will become your address of the website to be generated. (ie - http:// member ID, en.ec21.com) The member's ID will also be indicated on the address of website. Therefore, choose an ID to represent your company or products if possible.



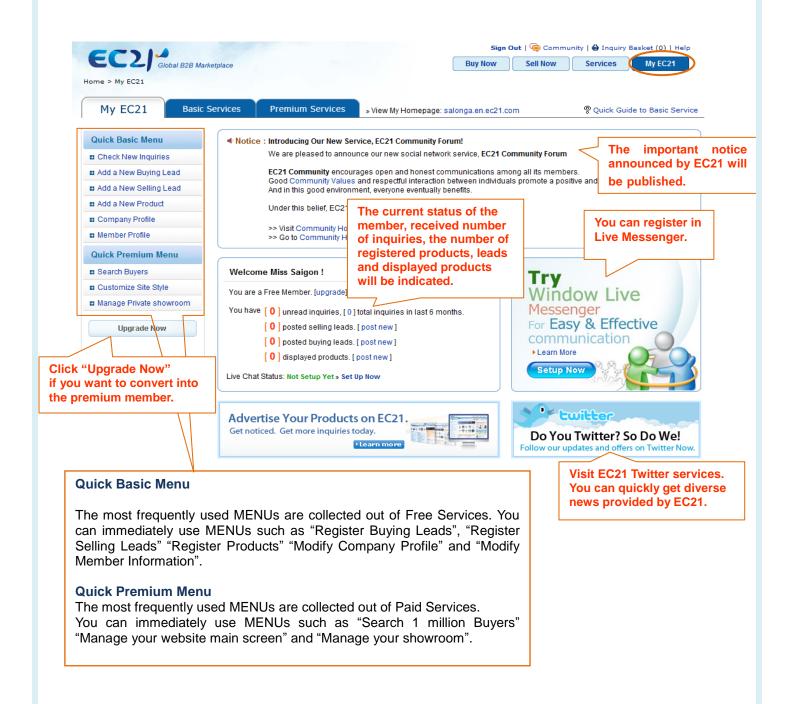
If you wish to add further information of your company, click MENU on Company Profile in My EC21 page and enter mandatory items in English.



2.3 Access to "My EC21"

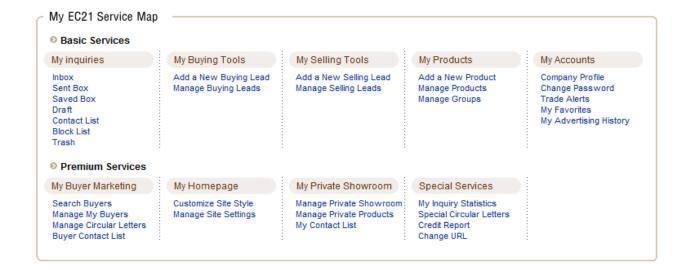
"My EC21" provides an exclusive space for the members put together with online marketing tools. This page is used as a tool for communication and trade management and also can be used in registration and management of new products, inquiry exchanges and understanding online activity performances.

If you click "My EC21" located on the right hand top of EC21.com, you will be transferred to "My EC21" page where you can register and manage your own information.



[My EC21 page- bottom - service map]

All kinds of services available from My EC21 are displayed in Service Map. Free Service Menus will be linked to Basic Services and Trade OK/PRO Service Menus will be linked to Premium Services.



2.3.1 My EC21 > Basic Service Menu

If you click "Basic Service" tap on the top of My EC21 as follows, the list of Basic Service which our Free Member can use will be displayed on the left side.



The following services will be included in our 'Basic Service'.

- 1) 'My Inquiries' to manage exchanged inquiries.
- 2) 'My Buying Tools' for buyers to register Buying Leads
- 3) 'My Selling Tools' for sellers to register Selling Leads
- 4) 'My Products' for sellers to register Product Information
- 5) 'My Accounts' to manage company profile and personal profile modification, password changes, Trade Alert (customized automatic e0mail services), My Favorites, Description of Advertisement Application and status of Trade Verify.

2.3.2 My EC21 > Premium Service Menu

If you're a **Trade OK** member, not only our Basic Service, but you can also use two types of MENUs displayed in blue box among Premium Service; **My Buyer Marketing and My Homepage** by simply logging in.

However, **Trade PRO** members can use all services marked in orange colors, in other words, all functions available in the **Premium Service.**



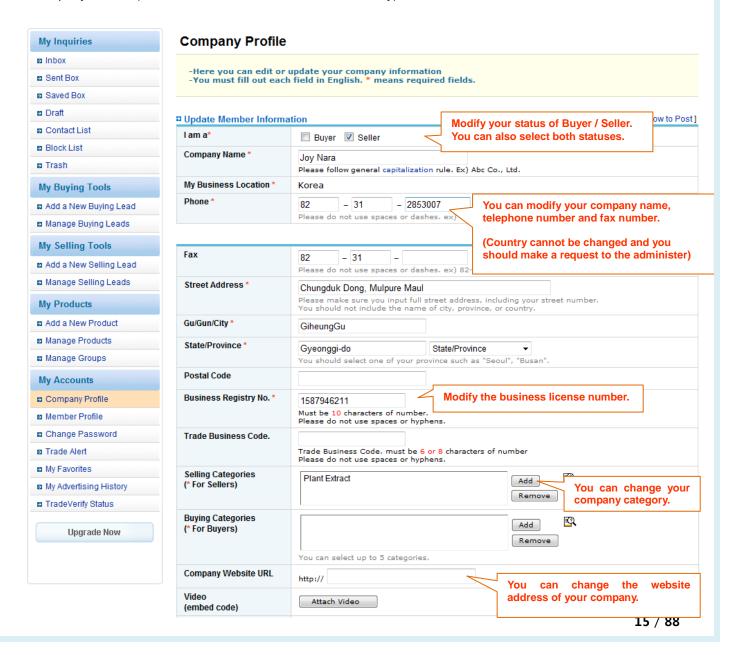
2.4. How to modify "Company Profile"

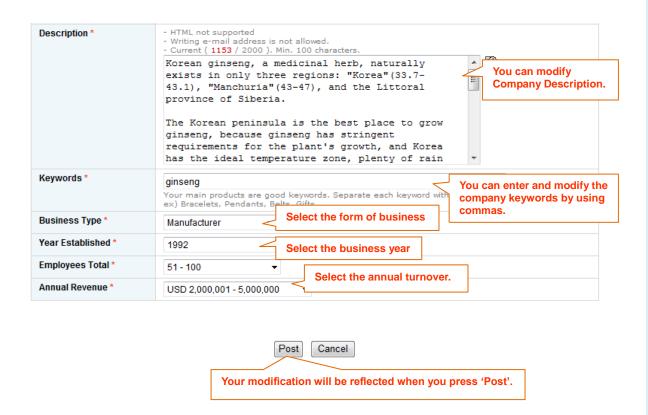
Your registered company profile will be searched from "Companies" on the main screen of EC21.com and company name, type of business, information related to product, service and other references will be provided all together. The buyer visited your website from EC21 may evaluate trade possibility and credibility in accordance with the contents contained in your website; therefore, it is important to enter accurate and sufficient company information.

Company Profile can be modified at My EC21 > Company Profile and My EC21 > Member Profile.

2.4.1 Company Profile

You can modify, delete and manage type of business, country, company name, telephone number, fax number, address, business license number, product category, company video file, website address, company description, keyword, form of business, business year, number of employees and annual turnover in the Company Profile. (The items marked with * means mandatory)





2.4.2 Write your company profile

Buyers wish to find a "reliable" seller. In this aspect, accurate and detailed information about the seller including precise contact number, company information and certificates will give confidence to buyers. Often, buyers would confirm the existence of the company through telephone or e-mails and therefore, the contact information should be entered correctly by all means. If you can provide correct, validate and abundant information to buyers as much as possible, you can build up good confidence for your buyers. In particular, buyers might focus on reviewing the following areas among your company profile; therefore, please be cautious when you write your company profile.

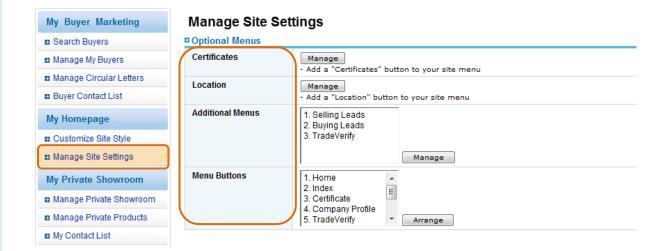
$\sqrt{}$ Company information, product information and current export status

- Accurate and detailed company information (particularly your telephone number and e-mail address must be presented)
- The website address to provide more information to buyers
- Annual sales
- Certificates
- Company history
- Technology which the company owns
- Features of products
- Current export status

Ex) ABC.Co. Ltd is a manufacturer producing MP3 and small sized home electronic appliances. Since its establishment in 2000, the company has been achieving the best scores in the annual consumer evaluation and is acknowledged for its technology acquiring eTrust certificate marks granted by National IT Industry Promotion Agency for the past 10 consecutive years. In addition, the company is also internationally recognized as an excellent enterprise in the area of production and quality control obtaining ISO 9001 and 14001 as well as UL and CE certificates. Since its establishment, over 200 employees with specialized technologies and knowledge are working for the company and with 10 years of production and export experiences, the company secures buyers in app. 20 countries including US., Japan and EU as its main exporting countries. If you're interested in our products, please feel free to contact us at anytime.

2.4.3 Upload your certificate

If you're a member of Trade OK / PRO, you can get your buyer's trust by adding various menus as certificate, awards history, map, company history and greetings from CEO at My EC21 > Premium Service > Manage Site Setting.

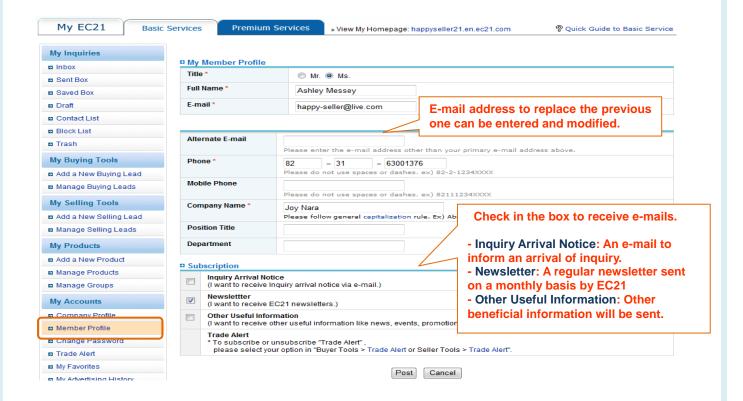


- a. Certificates: You can register your company certificate or business license, etc.
- b. Location: Besides the address of headquarter, you can also register additional addresses such as factory, warehouse, R&D center, etc.
- Additional Menus: In addition to the certificate or address, other information such as the map, company history and greetings from CEO can be added.

2.4.4 Modify "Member Profile"

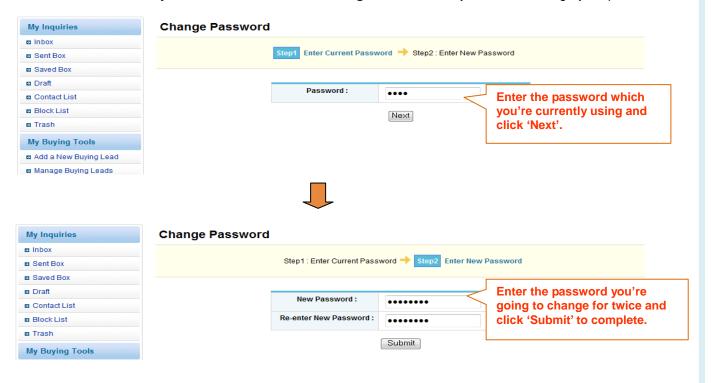
Name of the contact person, e-mail address and telephone number can be changed.

You can also choose whether to receive the e-mail automatically sent by EC21.



2.5 Change your password

Please use the menu "My EC21 > Basic Service > Change Password" if you wish to change your password.



Chapter 3: Expose your company and product information to potential buyers

How to promote your products to buyers and receive messages

Your company and product information will be exposed to buyers through the following factors and you will receive inquiries from the potential buyers who are interested in your product.

Step 1. Search

: Buyers would first search information either by keywords or categories from Products, Selling Leads, Buying Leads and Companies on the top of the main screen. The factors which attract buyers' attention will be the number of products, linkage with search keywords, Premium Service (the top listing), etc.

Step 2. Click your product within the search results

: Buyers would click by viewing registered photo of the product, product name and product description within the search results.

Step 3. "Send Message' by the buyers

: Buyers will send the message to the seller after viewing detailed product description, product category and company profile. If you're logged in at Live Messenger, buyers may make inquiries to the seller right away. If you're registered as a seller, keeping your state as on-line at Messenger at all times can help you to quickly move on to the next stage of your marketing activity by immediately responding to your buyer's inquiry.

3.1 Register your new product information

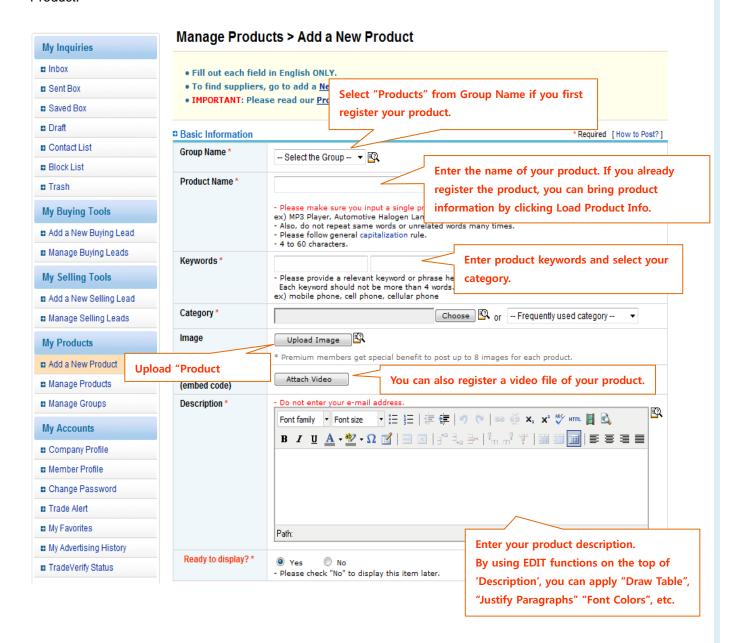
You can register your new promotion items through **My EC21 > Basic Service > My Products** and also can easily classify your items into groups so that your visitor may find the items through Product Group functions. The more products you register, the better chances that you will be exposed to your buyers and therefore, you will have higher chances to get inquiries.

If you become a Premium Member, you will secure the best product display location. Therefore, exhibiting larger number of products as possible will increase your trade accomplishment chances.

Number of products to be registered for Free Member: up to 15 Number of products to be registered for Trade OK Member: up to 50 Number of products to be registered for Trade PRO Member: up to 100

3.1.1 Add a New Product - Register a new product

The page to register a new product will be displayed when you click My EC21 > Basic Service > Add a New Product.



3.1.2 Product registration for efficient promotion

A. Please use only a specified product name to express features of the product.

The words entered in Product Name is one of the most important criteria reflected on search results. Accordingly, it is recommended to use some general words that can be found by the other party. (ex - MP3 Player, Automotive Halogen Lamp, Mobile phone)



On the other hand, entering a specified brand name or model name in the Product Name that is not well known to the other party may cause no matching from your search results. (ex – bk 3789, st9345)

The product name containing accurate and highly linkable words show app. 15% of higher chances in clicks comparing to other cases.

Product Name can be entered from 4 letters to 60 letters and it is recommended to use only necessary words rather than putting too many words.

. The following is an example of good and poor product names.

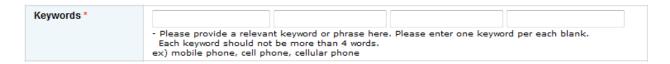
Poor	Common	Good
Bike (not clear enough)	Electric Bike (Detailed and precise)	50cc Electric Mountain Bike (Detailed and precise while indicating the
(*************************************		product size and industrial standards)

B. Enter relevant keywords

The second criteria to be reflected on search results next to Product Name will be keywords. Selecting the keywords, which have higher linkage with the product, will help you to be displayed on the top page of buyer's search results while enhancing the percentage to be exposed to potential buyers looking for your product.

Keywords can be entered up to 4 different types and 4 words in maximum can be entered per one keyword. (ex - mobile phone, cell phone, cellular phone, brand new mobile phone)

However, selecting the keywords which have no connection with your product is not recommended even through you wish to register more keywords. The keyword which has no connection with your product can cause damages on credibility of your company in terms of specialty.



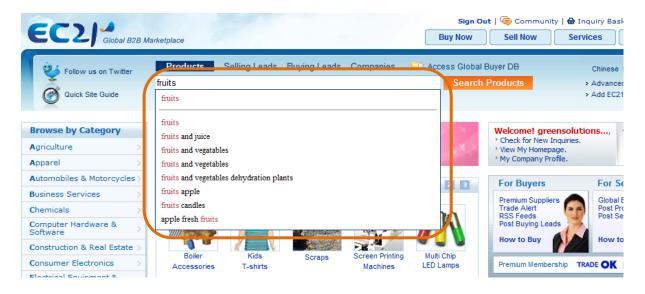
Select the best keywords:

- ✓ Use a related product name and synonym
- ✓ Correct spelling
- ✓ Avoid using special characters or symbols.
- ✓ Use the words specifying a product name.

A comparison of product keywords for "Fruits":

Poor	Common	Good
Fruits	Dried Fruits	Mixed Dried Fruits, Sun Dried Tomato, Sun Dried Apricots, Sun Dried Fruits Sauces
Extremely a common name and more accurate information will be required	Somewhat accurate and clear	The name of the product is accurate and clear

Useful tips for adding keywords



- You can view the recommended keywords by entering your keyword in the search bar of EC21.com website.
- Do not separate keywords combined with more than one word (ex: cotton candy -> cotton, candy)
 : Totally different search results can be displayed.
- Keywords does not distinct capital or small letters. (i.e mobile phone and Mobile Phone will be searched the same)
- Do not use a general model number as keywords (ex: k007)
- In general, keywords will be used in forms of the singular or the plural; however, if the system recognizes the word separately, (ie: machine and machinery) both keywords have to be entered.

C. Select categories

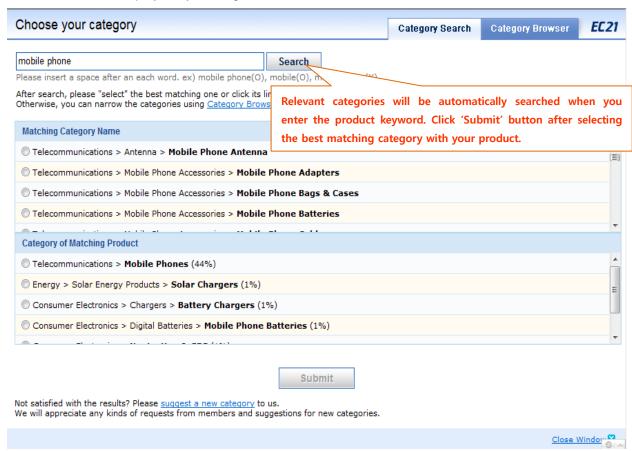
More than 1/3 of buyers search the products by category, therefore, it is recommended to select a highly relevant Product Category. The following pop-up screen will be displayed to select categories when you press 'Choose' button from My EC21 > Basic Service > Add a New Product.

You can either select an appropriate category after entering keywords from Category Search page or select the category from Category Browser page.

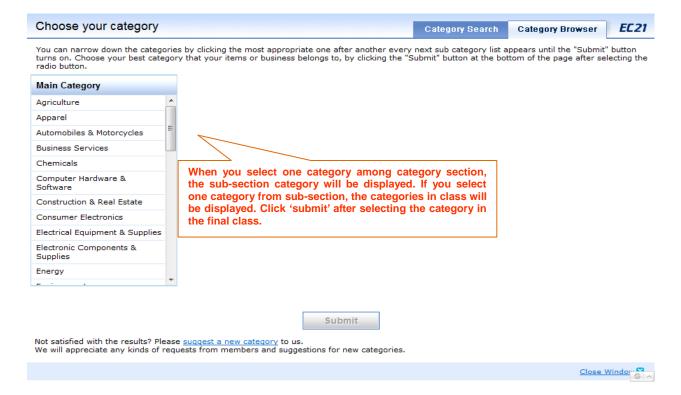
Once you select the category during the product registration, it can be easily found from Frequently Used Category



<The screen to be displayed by clicking 'Choose' button>



<The screen displayed after selecting 'Category Browser'>



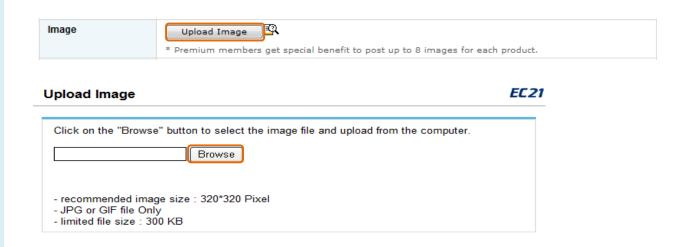
D. Register Product Image

The most effective and efficient method to show your product information to buyers is to register Product Image. Buyers also prefer the products provided with photos.

In addition, information registered together with the photos and description would be searched first than the ones without photos.

(How to register)

The following pop-up screen will be displayed by clicking 'Upload Image' button from My EC21 > Basic Service > Add a New Product.



Select an image stored in your PC by pressing Browse button.

- The standard size of the image: 320 * 320 pixel
- Types of file : Only JPG and GIF files
- The maximum capacity of the image: 300KB
- File names: Only English or numbers (Your image is not going to be uploaded if you use the names in special symbols, Korean or Chinese, etc)
- If the Browse button is not found, click Get Adobe Flash Player on the right side of www.adobe.com and download a new version of Flash Player.

(Images comparison with the registered products)

The products completed with the registration will be shown from your website and product search results. Examples of product images – Can Cooler

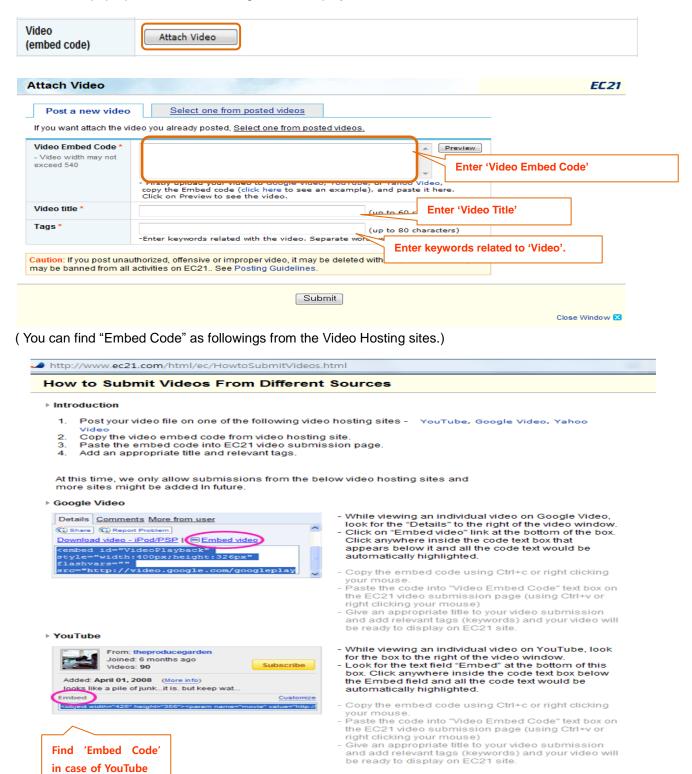


Photo	Product ①	Product ②
Background	The texture of background is not even and rather dark, therefore, the product is not stood out clearly.	The white background makes the image of the product stood out clearly.
Status of Product	The product looks to be wrinkled and seems to be fallen behind with its specialty. You can't tell the purpose of the product by looking at the image.	Product purposes and features can be easily understood while demonstrating a clean-cut state and specialty.

E. Register the video file of the product

If you register the video file of the product together with product image, you can deliver live product information to your buyers. Your video file can be only registered when you have already register the video at Google Video, YouTube and Yahoo Video.

If you click "Attach Video" from the product registration page at My EC21 > Basic Service > Add a New Product, the pop-up window as followings will be displayed.



Yahoo Video



- While viewing an individual video on Yahoo Video, look for the text field titled "Embed" at the bottom of the video window. (If the "Embed" is not available, you can click on "i" icon (info) to find Embed code)
- Click anywhere inside the code text box next to Embed title and all the code text would be automatically selected.
- Copy the embed code using Ctrl+c or right clicking your mouse.
- Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse)
- Give an appropriate title to your video submission and add relevant tags (keywords) and your video will be ready to display on EC21 site.

F. Register "Product Description"

Now, we're about to look at the registration process of product description, which comes to the final stage of the product registration page. The product description will be displayed on the search results. Therefore, it is important to use proper sentences that the buyers would pay attention.

(The results found from Product Information after entering the keywords as Fruits)



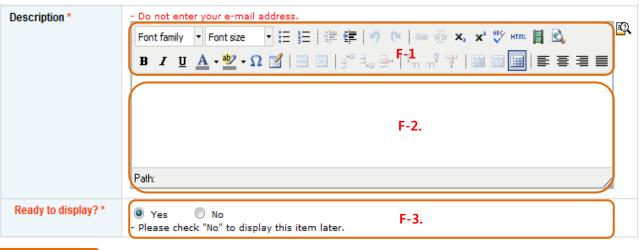
Fresh Fruits and Vegetables

FRESH FRUITS and VEGETABLES, tomato, cherry, oranges, peaches, nectarines, grapes, pomegranates, lemons and ...

See All Items(8) from

Inquire now

(Product Registration Page)



Additional Info F-4.

* These fields are not required. However, if you insert additional information, visitors will be able to catch your products more easily.



F-1.

By using EDIT function on the top, you can change font sizes, colors, underbars, background colors, symbol insertion, table insertion, paragraph alignment, paragraph indention, spelling check and video file insertion. If you click HTML, the HTML Source Window will be displayed and therefore, you can immediately modify, delete or add your html sources.

F-2.

Enter your product description in English. Only accurate and detailed information can gain buyer's trust. The product description should be entered with at least 100 letters.

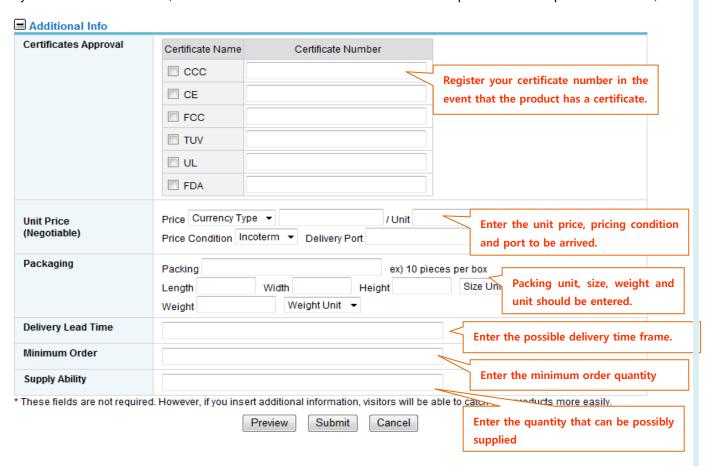
F-3.

If you select YES for "Ready to Display?", the search results will be displayed after passing the information registration and inspection.

If you select NO for "Ready to Display?", nothing will be shown on your search result or inspection regardless of information registration.

F-4.

If you click "Additional Info", the screen to enter additional information of the product will be opened as follows;



Finally, your product information will be completely registered by clicking 'Submit' button.

With the same process, the Free Member can register up to 15 items of the product information. (Basically, Trade OK members can register 50 products and can additionally register 100 more items by paying extra \$100 dollars. Trade PRO members can register up to 100 items.)

The registered items will be displayed on the search results with an approval after passing the inspection)

The inspection takes approximately a day. Information completed with the inspection will also take about a day to reflect on the search engine.

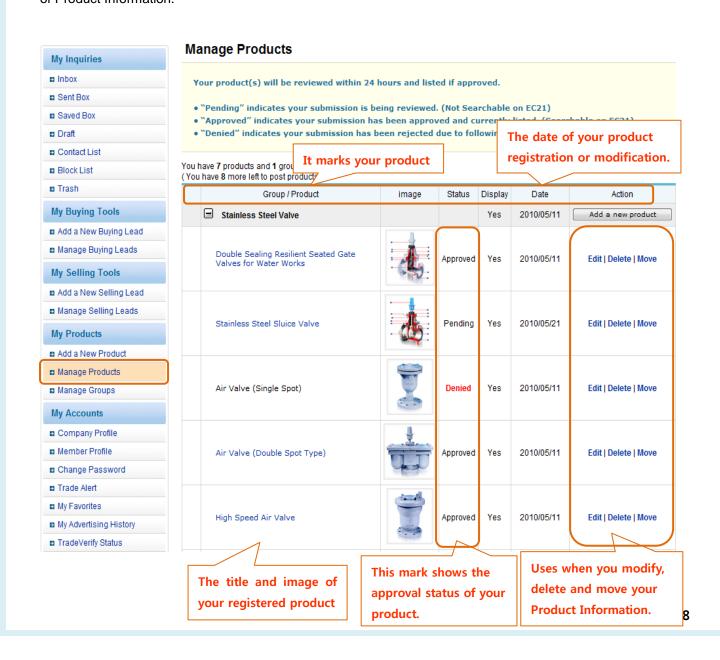
3.2 Manage your new product information

1) Manage Products

Your registered product information can be modified deleted and added from Manage Products.

You can modify the contents after clicking EDIT when changing Product Information. If you want to delete

Product Information, Click 'Delete' and designate the sequence after clicking 'Move' when changing sequence of Product Information.



*Status of your product registration

Approved: The product currently being exhibited after getting an approval

Denied: The product failed to pass the inspection and refused for an approval (cannot be found)

Pending: The product in a stand-by mode for an approval (an approval will be given within 24 hrs after the inspection)

2) Manage Groups

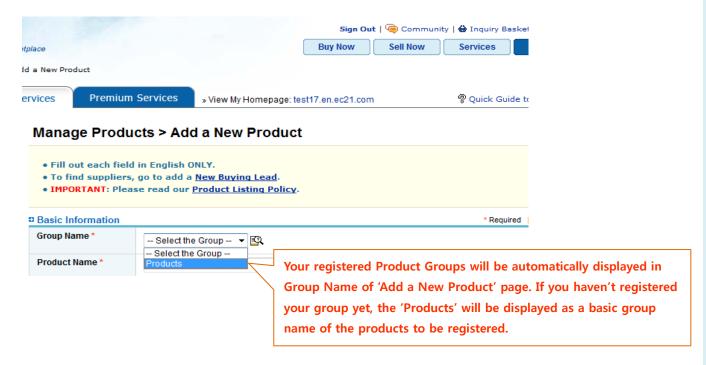
Your products can be classified into groups and put with MENU buttons on the left of your website to be easily found by the buyers. The group can be registered with up to 50 items.

The product group can be registered from My EC21 > Basic Service > My Products > Manage Products.

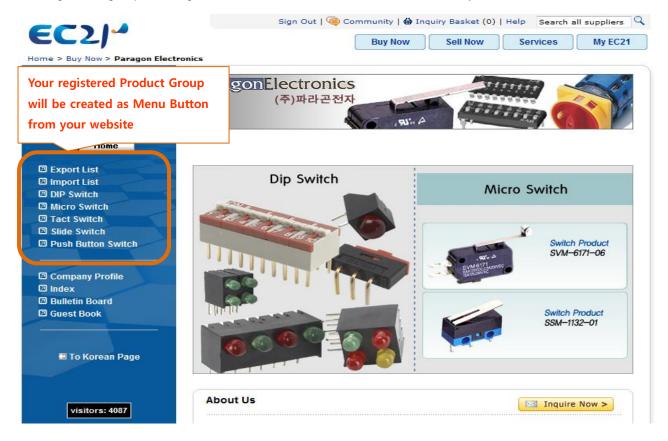
a. What is "Group Name"?

- The names of product groups registered at "Manage Groups" inside My Products Menu will be displayed. If one user registers various types of products with different features at EC21 website, the 'Group' provides functions to easily separate and register products. This function will easily display the product information to both registrant and searcher.

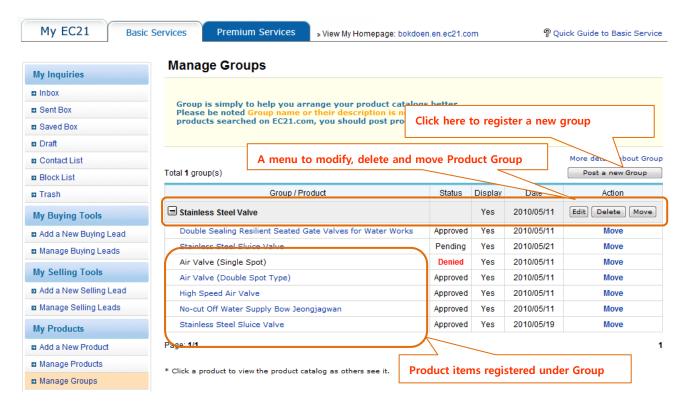
For example, if you create groups such as Shoes, Cosmetic and Fruits within the Manage Groups, you can register various product items by items as Sneakers, High Heels, Hiking Boots, etc under 'Shoes Group'. And under 'Cosmetic Group', you can register various items such as Skin Care Products, Make-up items, Anti-wrinkle products while registering detailed items such as Grapefruit, Apple, Strawberry and Banana under 'Fruits Group'.



The registered group will be generated on the left side of the main screen of your website.

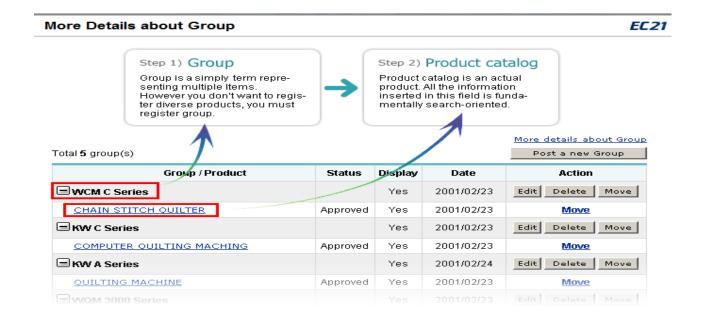


If you register various product items with different features, the group will tie those features to easily view them. The registered group will be marked with Product Group button from your website, however, the Group Name or the contents registered in that Group will not be found from Search Page.



The relation between Product Group and Product Item will be as follows.

Group will play a role to tie up products with the same features when you register different types of products, but will not be reflected on the search result. Therefore, Product Catalog must be registered if you want to your products to be searched well. (If you register Product Group only, no search result will be found by using keywords.) Product Group can be registered to 50 items in max.



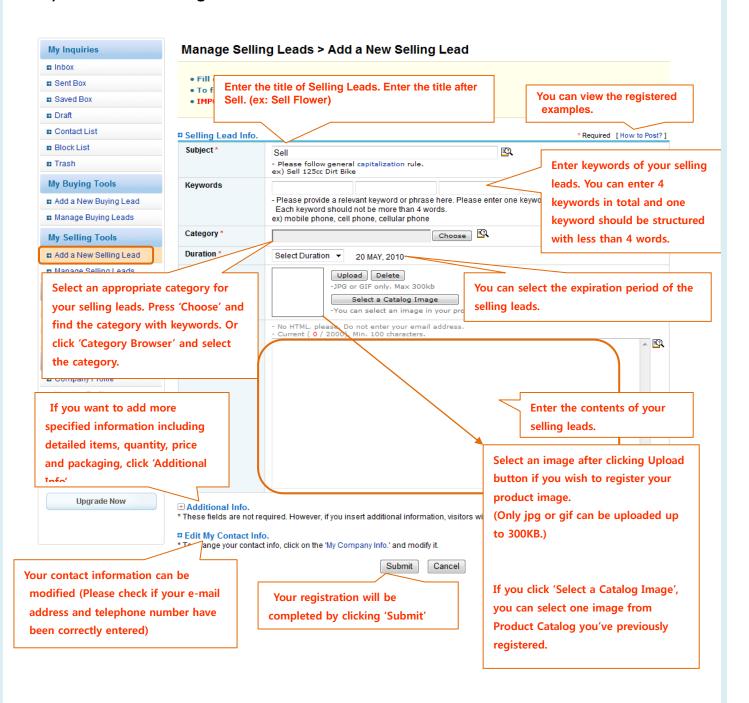
3.3 Register and manage new selling leads (for Seller)

My Selling Tools

If the seller registers selling information, My Selling Tools can be used. If you're a Free Member, you can register up to 20 items and if you're either a Trade OK or Trade PRO member, you can register 200 items in max or unlimited number of items, respectively.

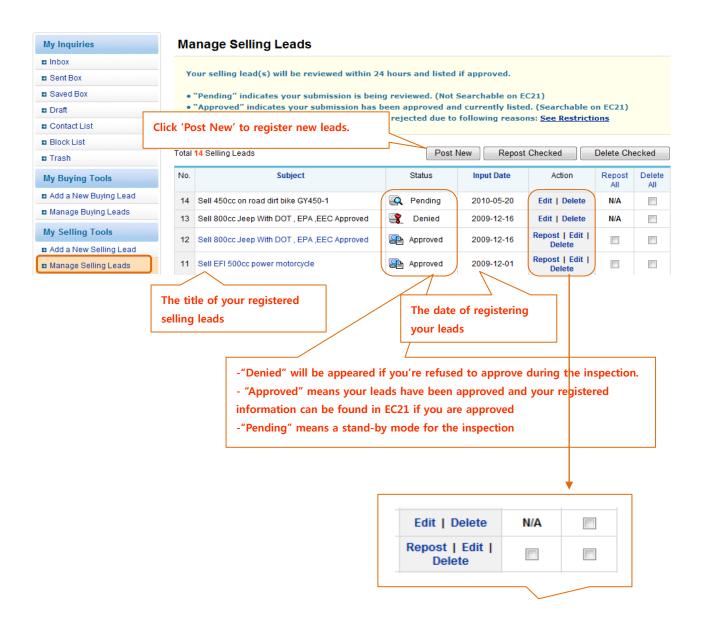
If you're a Free Member, the Selling Leads registered over 20 items will not be stored, however, Display status will be automatically checked with NO and your registered selling leads will not be displayed from the search results.

1) Add a New Selling Lead



2) Manage Selling Leads

You can manage your registered Selling Leads information at this page. (including Modify, Delete, Re-register, Register New, etc)



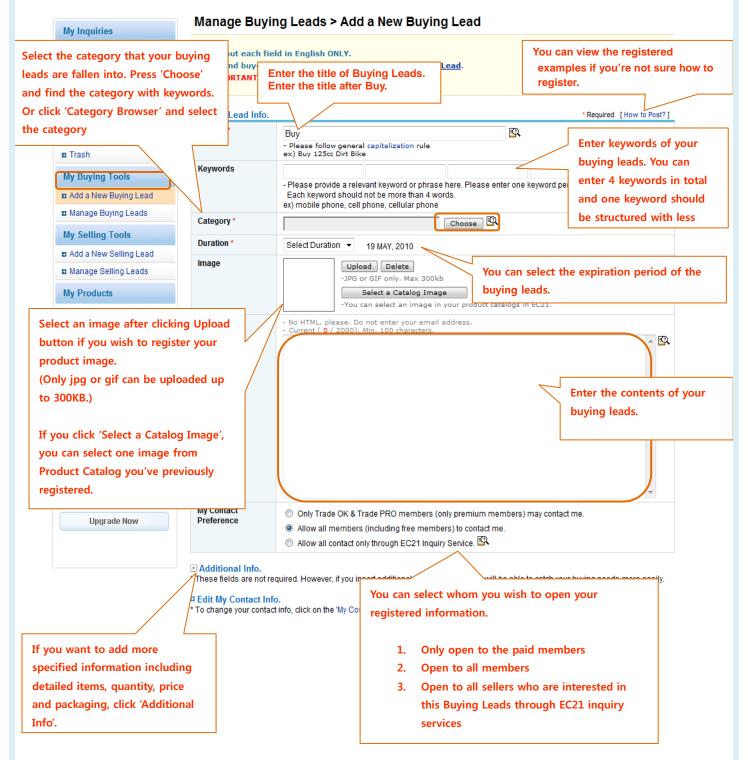
- Edit: Click EDIT when modifying and editing Leads information
- Delete: Click Delete aft3er checking the box on the next when deleting Leads information.
- Repost: Use when you want to update the contents of Leads you've previously registered to today.
 Repost function will be displayed after 7 days from the completion of leads inspection. You will be exposed on the top of the search if you Repost once a week.

3.4 Register and manage new buying leads (for Buyers)

My Buying Tools

My Buying Tools can be used if the buyer registers the buying information. There's no limited number of registration, However, the items prohibited from Product Listing Policy may not be bought. (ex: drugs including cocaine, bones as ivory, illegal software, weapon, counterfeit money, etc)

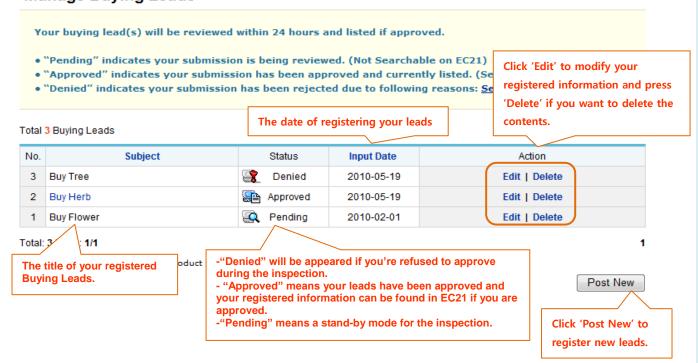
1) Add a New Buying Lead



2) Manage Buying Leads

The registgered Buying Leads can be modified and deleted, and new Buying Leads can be registered.

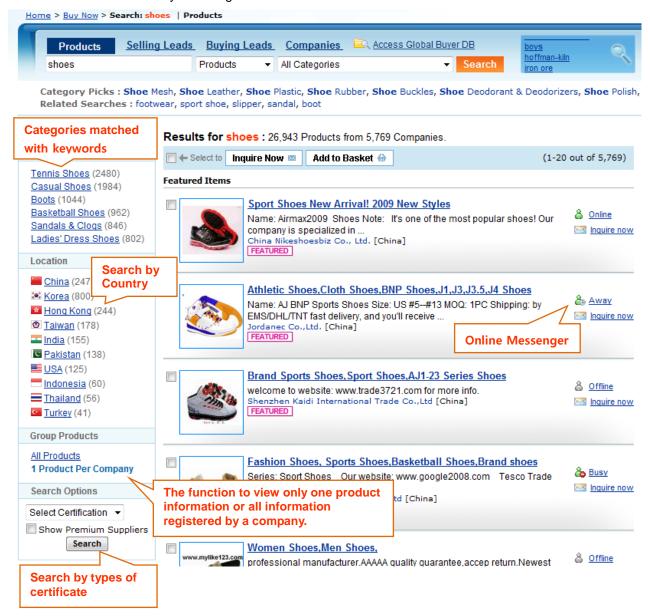
Manage Buying Leads



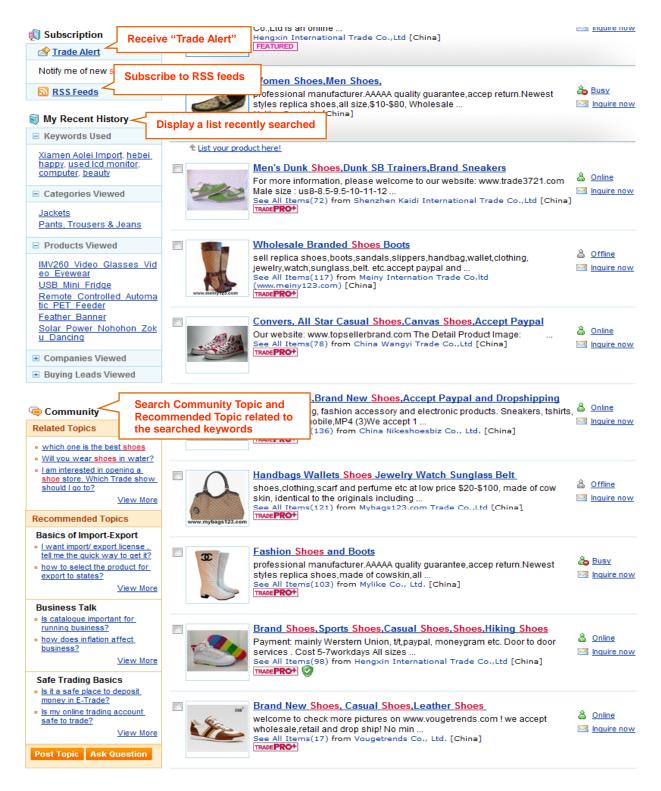
3.5 Search the registered data

3.5.1 Search the products

The following search result page will be displayed after entering a keyword at the search box on the main screen and click "Search" by selecting Product.

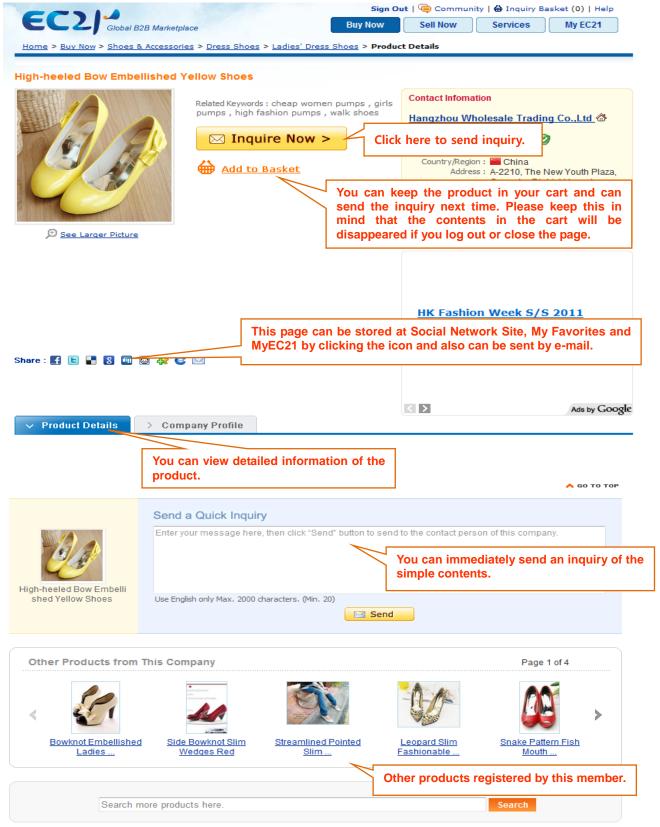


- ◆ The category matched with keywords: The categories related to the entered keywords will be viewed.
- Online messenger: The messenger icon will be displayed on the right side of the search result of Product/Leads/Company by searching Live Messenger at MyEC21 after subscribing to the member of EC21.
- Search by country: The company information will be aligned by countries with entered keywords.
- Search by types of certificate: If you check the types of certificate, the companies acquired with such certificates will only be viewed. If you check "Show Premium Suppliers" together, only Paid Members acquired with the certificates will be found.



- Receive "Trade Alert": If you enter your interested keywords through Trade Alert Menu of MYEC21, information including your interested keywords among Product Info, Leads Info and Company Info that are updated on a daily basis will be e-mailed to you.
- ◆ Subscribe to RSS Feeds: If you subscribe to RSS Feed, only the recent information will be selected without individual site visits and can be viewed at one place.

Detailed Product Search Page: The detailed page viewed by clicking Product Name from Search Page

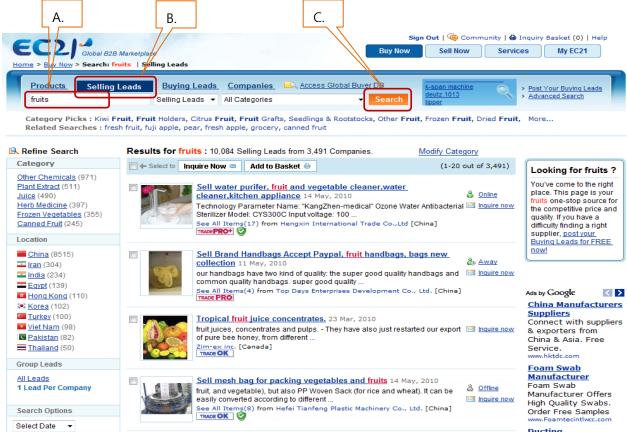


(The above search page is an example of entering a keyword as Shoes and clicking the title from Search Result page.)

3.5.2 Search the selling leads

The selling information registered at Selling Leads can be found from the initial screen as followings:

- A. Enter the keyword in the Search Box
- B. Select "Selling Leads"
- C. The search will be progressed by clicking 'Search' button.



For example, following search result will be displayed by entering the keyword with 'Fruits' and press 'Search' button after selecting 'Selling Leads'

The sequence showing the search result will be as follows;

- 1. Information about Trade Pro members among other paid members will be searched on the top
- 2. Information related to Trade OK members will be searched next to Trade PRO among paid members
- Then, the most recently registered information will be searched among free members
 Information registered by free members will be searched in the following sequence Most recently registered information and the order of product title including the searched keywords

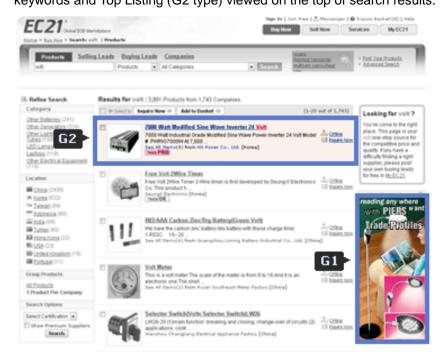
Therefore, it is important to frequently update your registered information and to enter keywords in Title (Leads Title). Please refer to the following page for the criteria reflecting search results by EC21 searching engine.

http://www.ec21.com/global/news/NoticeView.jsp?actionName=view&seqno=FS00011508&searchFieldS=SUBJECT&searchValueS=rank

3.6 Promote your products with diverse online advertisements

Not only providing top search results of the products, but benefits such as diverse online advertisements will be given to the members of Trade OK and Trade PRO. (ex – keyword AD, Category AD, Featured AD, etc) <Keyword AD>

A vertical advertisement (G1 type) viewed on the right from the search results when entering specified keywords and Top Listing (G2 type) viewed on the top of search results.



<Category AD>

A vertical advertisement (H1 type) viewed on the right from the search results when entering specified keywords and Top Listing (H2 type) viewed on the top of search results.



<Featured AD on the main page>

The products will also be published on the Featured AD page of main screen at www.ec21.com (B type)



Besides above, EC21 will always support the products of our paid members to be most efficiently promoted through various advertisements.

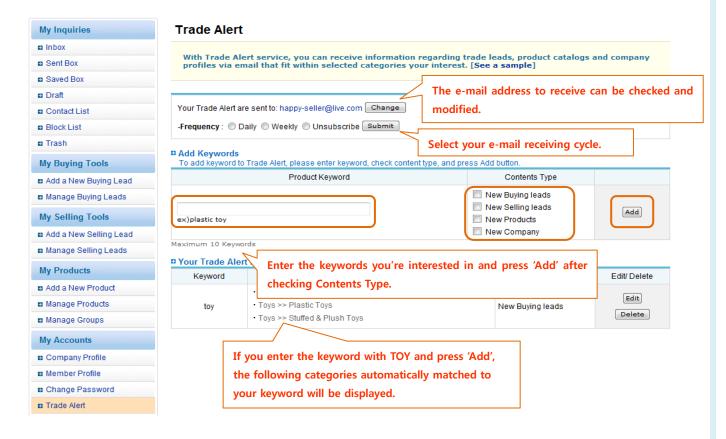
Chapter 4: Other functions contained in My EC21 (Basic Service)

4.1 Subscribe to Trade Alert

Trade Alert Is a customized receiver function to receive information you wish to have in e-mail.

. Click 'Trade alert' and select your receiving cycle from 'Frequency'. If you wish to receive every day, select Daily. If you want to receive once a week, select Weekly.

If you want to refuse the e-mail later, select 'Unsubscribe' and press 'Submit' button.



From 'Contents Type'

- -New Buying Leads means newly registered Buying Leads
- -New Selling Leads means newly registered Selling Leads.
- -New Products means newly registered Product Information.
- -New Company means newly registered Company Information.

If you select the keyword with TOY and check all four items in Contents Type, all newly registered Buying Leads, Selling Leads, Product Info and Company Info fallen into TOY will be sent out in Trade Alert e-mail.

If you enter the keyword with TOY and select Contents Type as New Buying Leads, information related to the buyers purchasing toys among newly registered Buying Leads will be e-mailed to you.

The following is an example of Trade Alert e-mail which you would be receiving when selecting the keywords with 'flower' and 'bread'.



Dear EC21 Member,

Check your daily updates for Flower, Bread in your selected category.

Flower

NEW PRODUCTS

▶ View all



Artificial Flower, Silk Flowers, Fake Flowers, Flowers

Products Name :Artificial Flower Products SIZE :60x100mm Min Order :

Packing: Product Introduction Ningbo Hans Imp. & Exp. Co., Ltd.

[China] TRADE PRO



Music Rose, Artificial Flower

Music Rose, artificial flower, Valentine Music Rose Gift, talking rose, imitation flower, Rose With Music, Musical Rose, Musi Ningbo York Arts & Crafts Co., Ltd. [China]

NEW SELLING LEADS

Sell Music Rose, Artificial Flower [China]

Music Rose, artificial flower, Valentine Music Rose Gift, talking rose, imitation flower, Rose With Music, Musical Rose, Music

Sell Flower painting-Sunflower [China]

Flower painting-Sunflower Item: sunflower reproduction Subject: still life painting, flower painting Famous oil paintin

Bread

NEW SELLING LEADS

▶ View all

▶ View all

Sell Kitchen utensil [China]

bread and carving blades, charging block, rechargeable battery, heavy-duty, cordless handle

Sell Fully automatic kneading machine(dough kneader machine) [China]

breadth of paste: <350mm,

This email was sent to dearEC21member@hotmail.com

You are receiving this email because you have subscribed to receive EC21 Trade Alerts.

You may unsubscribe if you no longer wish to receive EC21 Trade Alert.

Having troubles or any questions? Please contact us for further assistance.

Trade Alerts | Buy Now | Sell Now | My EC21 | Help

EC21 Inc. All rights reserved.

EC21 Search

For Google Toolbar Users

EC21 Search/Products -Google custom button now available..

* Note:

Add now & start searching products and others from the Google Toolbar directly!

All New IM Service

Windows Live Messenger

Experience the world's popular IM service on EC21.

* Note:

Running entirely within your browser with no download required. Experience Now!

Lwitter

Do You Twitter?

EC21 is on Twitter Now.

Follow Our Latest Updates Today!

4.2 Register 'My Favorites'

■ Change Password

My Favorites

If you click 'Link to My EC21' placed on the bottom of EC21 page after logging in, the page selected in My Favorite Folder inside My EC21 will be stored.



■ Contact List Type Subject Block List Homepage Partnering with EC21 :: EC21, Global B2B Marketplace m Trash Homepage EC21 Buyer Directory - Buying offers from Importers, Wholesalers, Distributors My Buying Tools EC21, Global B2B Marketplace - Connecting Buyers with Suppliers Homepage ■ Add a New Buying Lead Homepage EC21, Global B2B Marketplace - Connecting Buyers with Suppliers ■ Manage Buying Leads Total: 4 Page: 1/1 My Selling Tools 🛮 Add a New Selling Lead ■ Manage Selling Leads My Products ■ Add a New Product Manage Products ■ Manage Groups My Accounts ■ Company Profile ■ Member Profile

2010-05-22

2010-04-01

2010-04-01

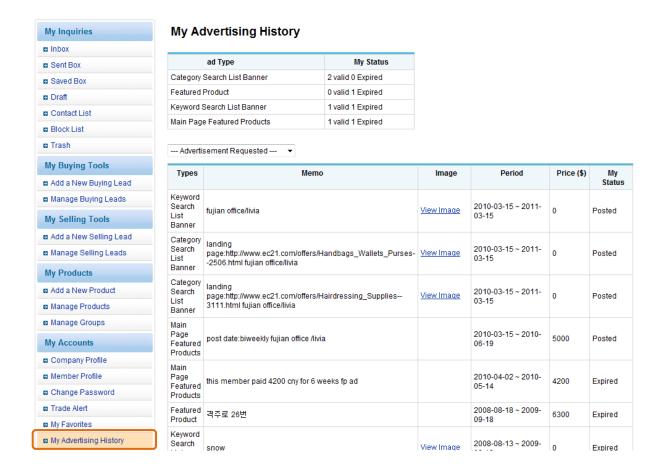
2010-03-17

4.3 View "My Advertising History"

Various advertisement history including your banner advertisement published at EC21 are stored in MyEC21 > Basic Service > My Advertising History.

Please refer to the following page for types of advertisement and application process.

http://www.ec21.com/html/ec/AW/advertiseHow.html



4.4 Check "TradeVerify" status

"TradeVerify" is an Authentication & Verification service provided to verify your company information and credit by the A&V Third parties (General credit evaluation will be based on investigation against other companies, however, TradeVerify is to verify your company information and credit.)

"TradeVerify" services will help you to enhance your creditability when pursuing business with new and unknown business entities.

1. Does your company legally exist?

With a verification related to legal existence of the business entities and applicant information, you can gain confidence from your buyers.

2. Generate a "TradeVerify" mark

A "TradeVerify" mark will be generated in your website, Once the mark is generated, it will help the buyers to trust and pursue business with your company.

3. Reflect to the search rank

Your mark will be reflected to the search rank within the search result page of EC21. (However, the class of paid members will not be changed.)

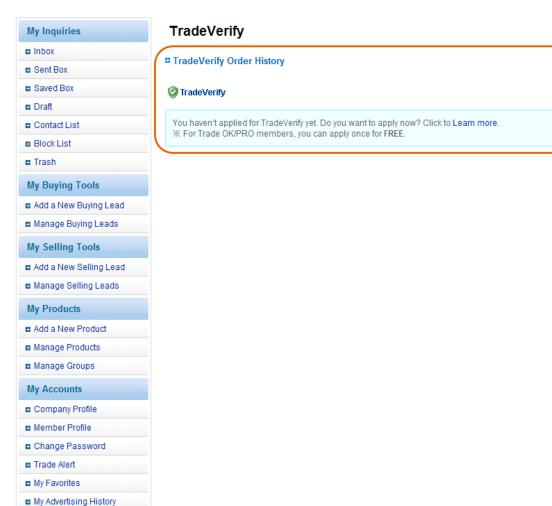
4. A&V Seal

■ TradeVerify Status

. You can build up stronger credibility with A&V(Authentication & Verification)Seal granted by the third party A&V body in your website

Every EC21 member can apply for TradeVerify. In addition, a free TradeVerify service will be provided for the paid members once a year (Trade OK/PRO).

< The following is a My EC21 > Trade Verify page of the member who hasn't applied for TradeVerify yet>



A "TradeVerify" mark will be indicated as followings from the search results.



< Product Search and Company Search Result Page> - A "TradeVerify" mark in a green shield shape is displayed.

<Our member's website>





<Top search from the search result page>

< An A&V mark attachment on the member's website>



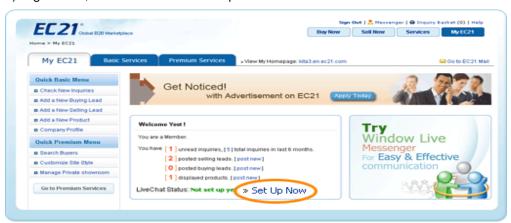
For further details about "TradeVerify" please refer to the following page.

http://kr.ec21.com/khtml/ec/service/tradeverify.html

Chapter 5: Install and use "Window LiveChat"

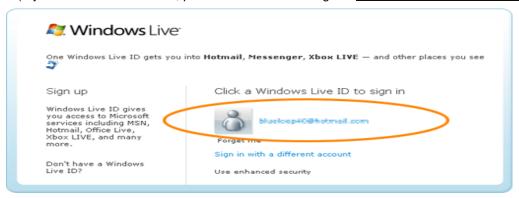
If the seller has MSN ID, he or she may communicate with traders all around the world on a real time basis without installing an exclusive messenger program.

1) English site, click MYEC21 > "Set Up Now"



2) Log-in with Live ID.

(If you don't have a Live ID, please click the followings -> Click! Create a free account)



3) Click "Accept" button.



Now, you can easily and quickly meet your business partners all around the world through the Windows Live Messenger.

Following describes how to communicate with the other party when the messenger is in online status from the search result pages.

- Click "Windows Live Messenger" icon from the Product/Lead Search Result page.
- Click "Chat Now" from the website of individual members of EC21
- Start communicate after logging-in.



Chapter 6: Search buyers

There are two ways to search buyers.

6.1 Search from Buying Leads

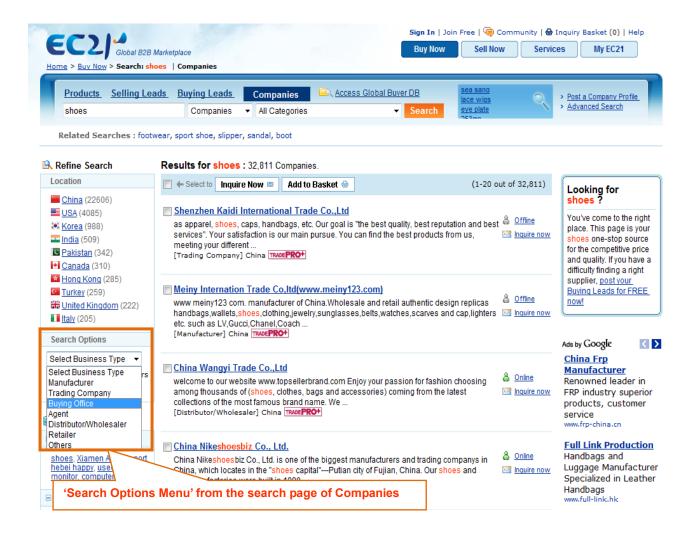
- 1) Enter the keyword of buyers who you wish to find from Search Box on the main screen.
- 2) Select 'Buying Leads' (Buying Leads is a buying offer registered by buyers)
- 3) Click 'Search' button.



6.2 Search from Companies

- 1) Enter the keyword in Search Box and select 'Companies' instead of 'Buying Leads'
- 2) Click 'Search Companies'.
- 3) Buyers will be searched when you select 'Select Business Type' to 'Buying Office' from the search results page..
 - All items displayed from 'Select Business Type' of the result page can be either Seller or Buyer; however, the items often registered as Buyer will be "Buying Office". Therefore, you can search many buyers if you select "Buying Office".





You can send an e-mail to your buyer if you click 'Inquire Now' after searching buyers.

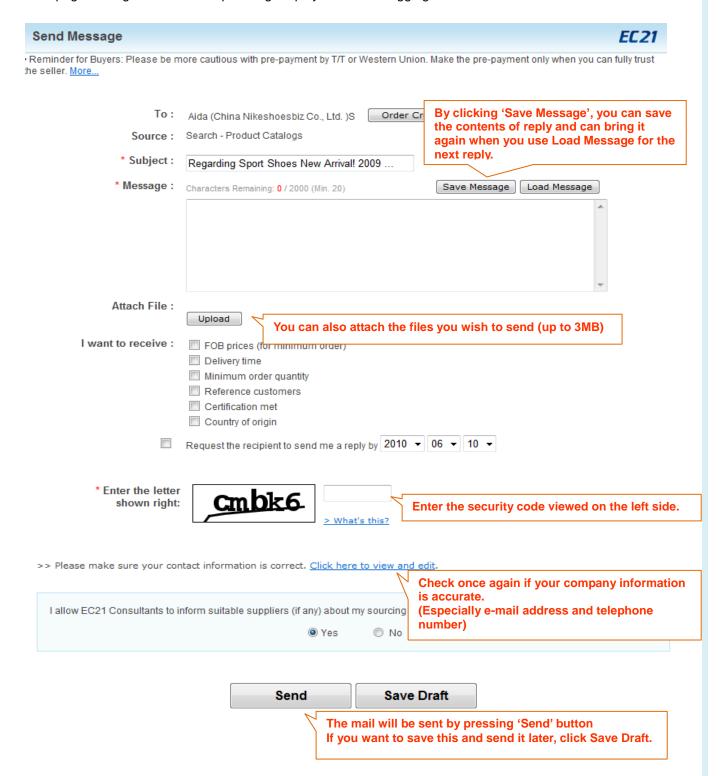
X Free members can send inquiries three days after the new registration of Buying Leads.

(Paid members can send immediate inquiries to the newly registered Buying Leads)

6.3 Write and send inquiries

If you click Inquire Now > button from the search page, the screen to write your inquiry will be displayed.

< The page to be generated when pressing 'Inquiry Now' after logging in>



Reference < The page to be generated when pressing Inquire now without log-in> Send Message FC 21 Reminder for Buyers: Please be more cautious with pre-payment by T/T or Western Union. Make the pre-payment only when you can fully trust the seller. More... Non Member? Already a Member? SIGN IN Non-members can send Member ID You can immediately write an inquiry Password from the screen below when you're not logged in. To: Kaily (Mylike Co., Ltd.)S Order Credit Report Source: Homepage - Product * Subject : Regarding Women Shoes, Men Shoes, * Message: Characters Remaining: 0 / 2000 (Min. 20) Save Message Load Message Attach File : You can select additional information if you I want to receive: FOB prices (for minimum order) (including price, delivery period, minimum order Delivery time quantity, certificates, etc) Minimum order quantity Reference customers Certification met Country of origin Request the recipient to send me a reply by 2010 ▼ 05 ▼ 22 ▼ * Enter the letter shown right: Select your desired time for a reply > What's this? My Contact Info * Contact Name : First and Last Name * Company Name: * Street: * City: State/Province: **Basic information about** Postal Code: your company should be * Country: Select Country entered since you haven't logged in. * Phone : Fax: Country Code Area Code Number * E-mail: Web Address: I allow EC21 Consultants to inform suitable suppliers (if any) about my sourcing needs. ▶ See details Your inquiry will be sent by Yes clicking SEND button

Send

*If you logged in and write your inquiry, all exchanging records of inquires will be kept in **My EC21 > My Inquiry.** However, if you do not log in and write and send an inquiry, relevant records will not be kept and you may have difficulties in managing your inquires in the future.

- * When you upload an image, **maximum size will be 3MB** and only jpg and gif files can be uploaded. The file names should be made in English small letters and numbers. **The file names made in special symbols or in Korean** will not be uploaded.
- * Inquiries sent after logging in can be immediately forwarded, however, without log-in, a certain amount of time may be required until it arrives to the other party due to the inspection time.

6.4 Manage Inquires (My Inquiries)

All exchanged inquires can be checked and managed from My EC21 > Basic Services > My Inquiries

1) Inbox

[Inquiry List Screen]

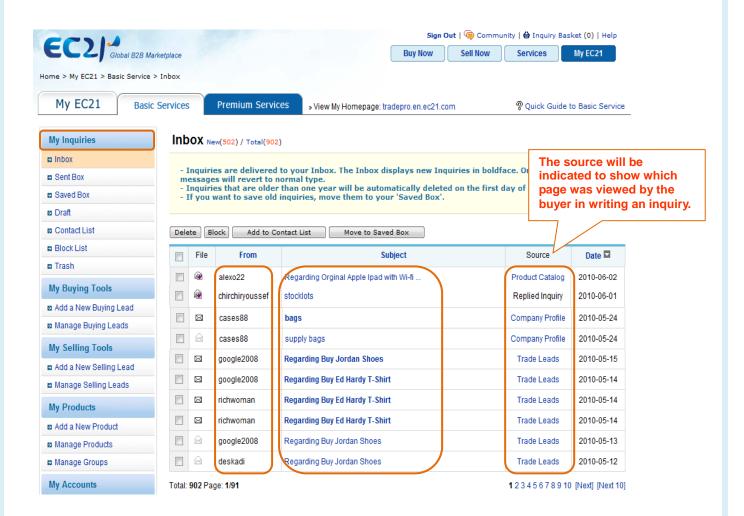
All requires received will be stored in INBOX. If the other party send you an inquiry by viewing your company info, product info and leads info, the source will be indicated which information was viewed to send an inquiry.

Source classification: Product Catalog – When the buyer sent an inquiry by searching Product

Company Profile – When the buyer sent an inquiry by searching Company

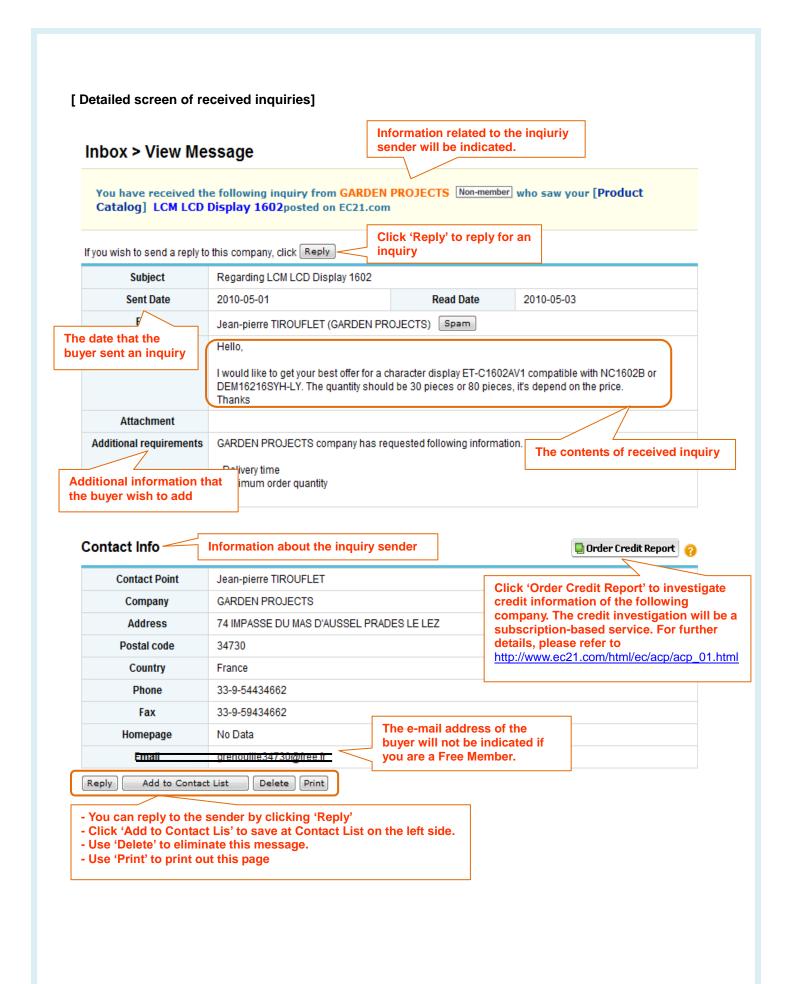
Trade Leads – When the buyer sent an inquiry by viewing Trade Leads registered by the seller

Replied Inquiry – When the buyer sent a reply to the inquiry sent by the seller

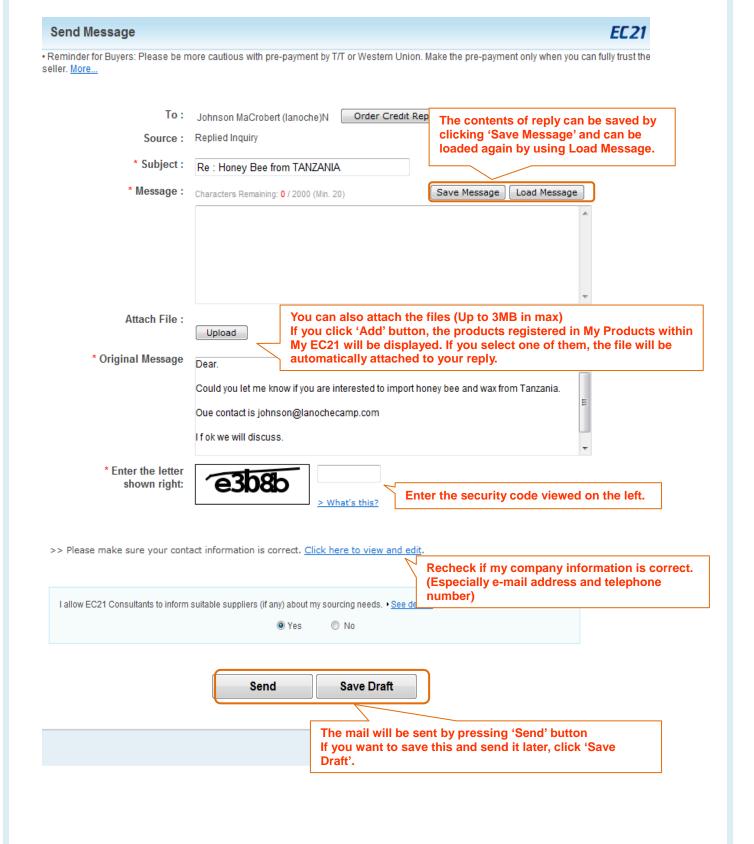


The detailed page as following will be displayed by clicking a title from Inquiry List Page

If you wish to reply after reading an e-mail, you can write a reply by pressing Reply button.



[The screen to be generated when clicking 'Reply' button]



2) Sent Box

The e-mails that you have sent to others will be saved in Sent Box.

If the e-mails have kept for over a year, they will be automatically deleted on the first date of every month.

Therefore, if you do not wish to delete e-mails, check those e-mails and click "Move to Saved Box" to save them in Saved Box

[Inquiry List Screen from Sent Box]

Sent Box New(260) / Total(312)

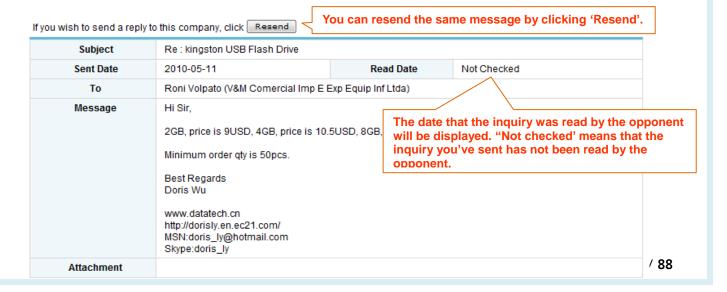
- Sent Box contains your replies to inquiries in Inbox.
- Your replies that are older than one year will be automatically deleted on the first day of each month.
- If you want to save old replies, move them to your 'Saved Box'.



- -"Replied Inquiry" will be displayed if the buyer has replied to the received offer.
- If the buyer sends an inquiry after viewing the product information, "Product Catalog" will be indicated

[Detailed Inquiry Screen from Sent Box]

An inquiry page you have sent will be displayed when you click Title from Sent Box.

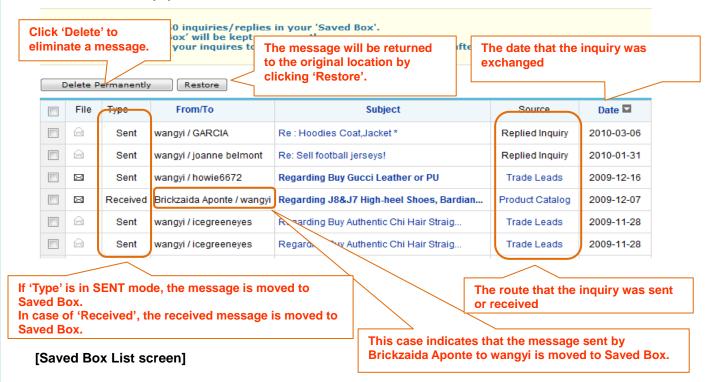


3) Saved Box

After checking an inquiry received at Inbox, you can be transferred to Saved Box if you click 'Move to Saved Box'. The inquiry stored in Saved Box will be permanently kept, therefore, if you want to keep the message for long time, please move to this place.

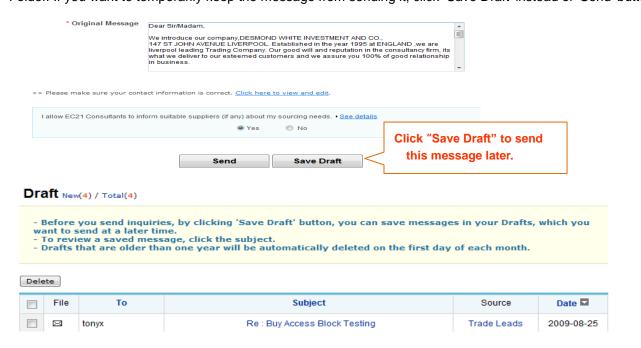
[Saved Box List screen]

Saved Box Total(46)



4) Draft

After writing an inquiry, if you press 'Save Draft' instead of 'Send' button, your inquiry will be saved in Draft Folder. If you want to temporarily keep the message from sending it, click 'Save Draft' instead of 'Send' button.

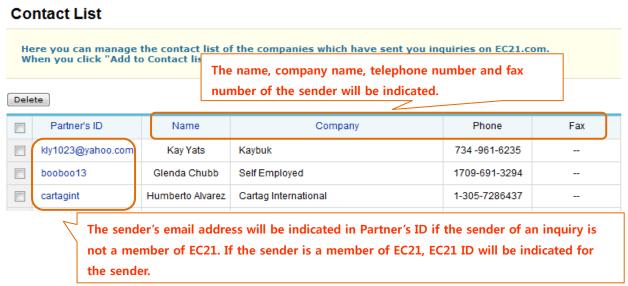


If you want to resend the message saved in Draft, click 'Title' and press 'Send' button.

5) Contact List

If you check the received inquiry from INBOX and press 'Add to Contact List', your inquiry will be saved in Contact List.

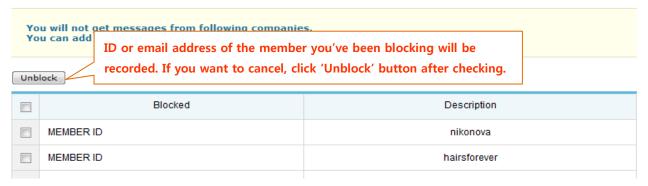




6) Block List

If you press 'Block' button from the Inbox, that information will be saved in the 'Block List'

Block List



If you wish to add in your Black List, enter either an e-mail address or member ID in the following blank and click 'Block' button.

■ Add New Block

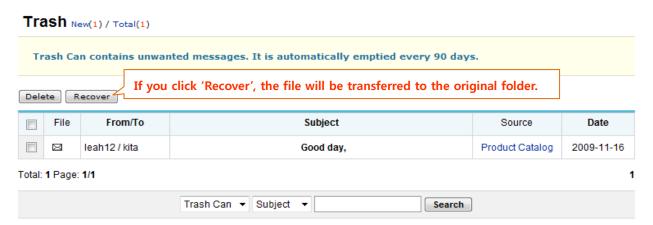
Note: Once you block a sender, you will not receive messages from him/her any more, and all messages from this sender will be permanently deleted.



* Both e-mail address and member ID blocks individual members contained in the Black List, however, 'Country' has a function to block entire inquires coming from a specified country. If you select 'Country' and set countries to block, all inquires incoming from the set countries will be blocked and special caution is required to set 'Country'.

7) Trash

Information pressed with 'Delete' from both Inbox and Sent Box will be all transferred o Trash Folder. The messages kept in Trash Folder wil be automatically deleted every three month.



Chapter 7: Search buyers and send & manage inquires (an exclusive service for Trade OK/Trade PRO members only)

The followings describe how to search buyers by utilizing buyer DB of paid members through MENU contained in Premium Services of My EC21.

7.1 Search Buyers: Search buyer information for paid members and send inquires

Are you looking for more information about your potential buyers? If you are, please use Search Buyers Menu. This service will provide buyers information purchased from more than 60 kinds of sources collected from exhibitions over years. Every month, approximately 1,000 buyer data is upgraded and invalid information is being constantly filtered through regular validation activities.



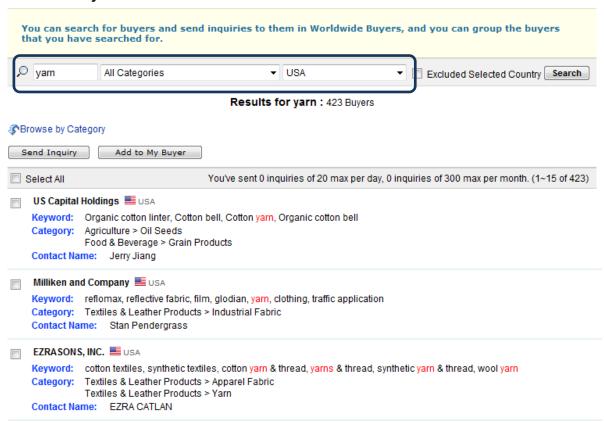
< Search Buyers>

If you enter the keyword of buyers in the search box located in Search Buyers page and press 'Search' button, the buyers matched with your keywords will be found. ex) In case of searching 'yarn' (2,645 buyers in total)



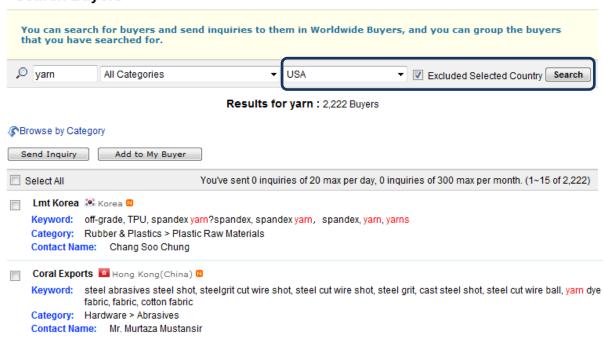
If you select the country to USA and start searching, the companies in the USA importing yarn will be found (423 companies).

Search Buyers



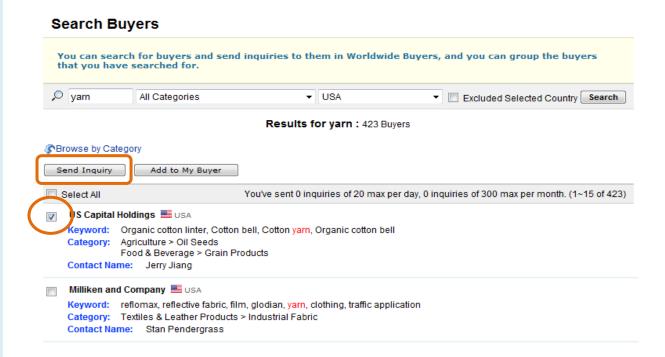
However, if you click 'Excluded Selected Country', other companies importing yarn from different countries except USA will be found.

Search Buyers



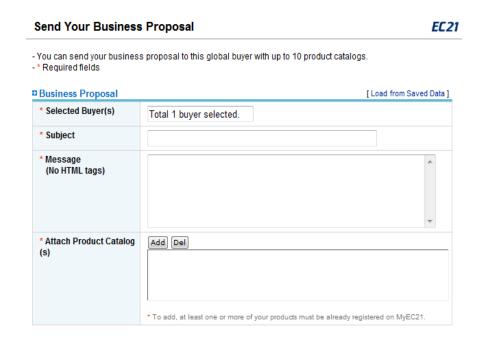
< Send an inquiry to the buyer>

If you send an inquiry to the buyer after searching information, search the buyer by using keywords or categories and press 'Send Inquiry' after selecting a buyer to send a message.

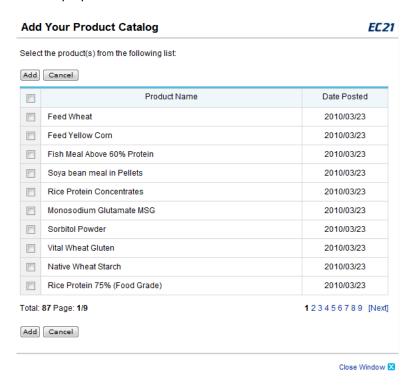


The following page to send an inquiry will be displayed by pressing 'Send Inquiry'.

Enter your detailed message in English as accurate as possible in this page to send to a buyer. The buyers would receive numerous emails from sellers, therefore, an insincere business proposal will not attract buyers' attention.



When you press 'Add', the list of registered products by utilizing Basic Service Menu > My Product functions will be displayed. If you select one of them, the product description will be attached and sent together with your business proposal.



If you haven't registered any product in My Product Menu contained in Basic Service, you won't be able to send a business proposal.

In this regard, please register your product information by clicking Basic Service > My Product > Add a new product Menu even though it is troublesome for you. Finally, check your information and press 'Send' button to complete your email.

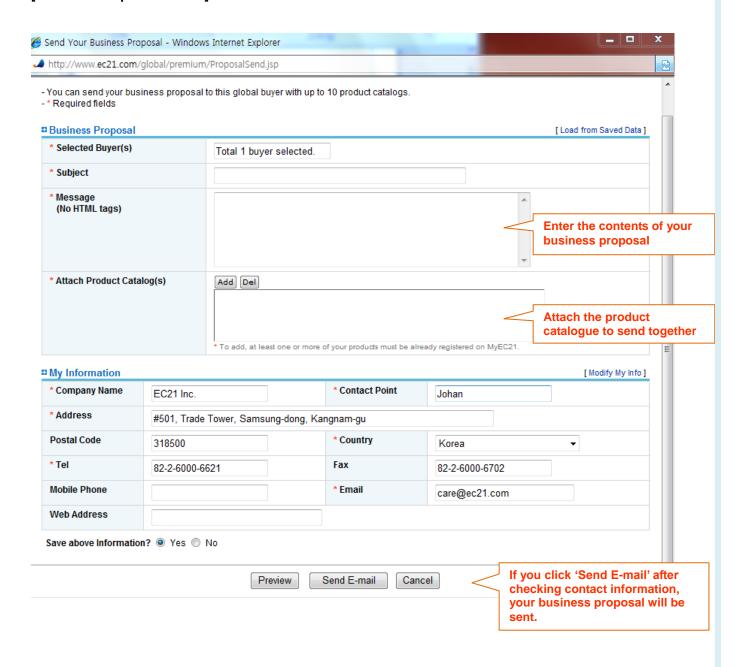
The number of inquiries that you can send to Trade OK and Trade PRO members will be as follows.

	Trade OK	Trade PRO
Per Day (Max.) (24 Hrs.)	20 inquires	60 inquires
Per Month (Max.) (30 Days)	300 inquires	600 inquires

- The maximum number of inquires that you can send to **Trade OK members are 20** and the number of inquires to send in a month will be 300 in total.
- The maximum number of inquires that you can send to **Trade PRO members are 60** and the number of inquires to send in a month will be 600 in total.

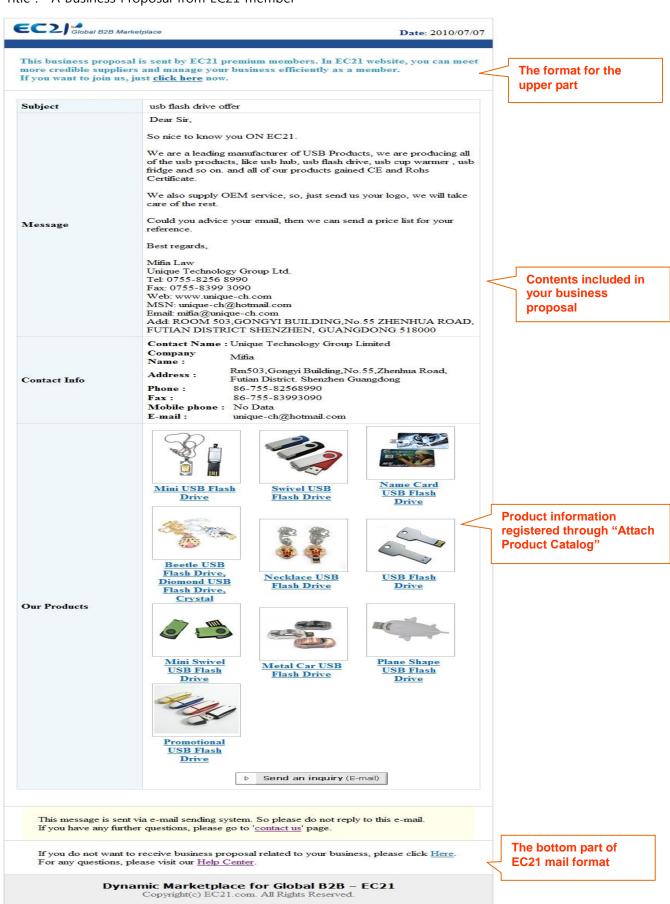
* If you send the business proposal to the same buyer for several times, we recommend you to modify the contents in some degree every time you send the proposal to attract your buyer's attention. Also, there's a limited number of proposal you can forward. Therefore, the best way to increase your business chances will be depending on how you find the buyers most suitable for your product features.

[Business Proposal Format]



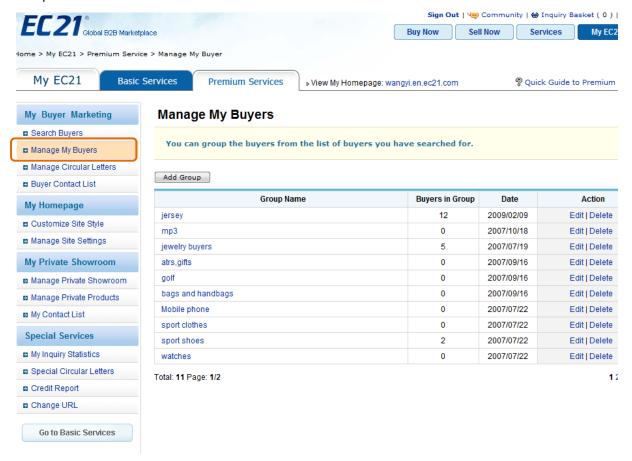
[A message that your buyer will be receiving when you write and send a business proposal]

Title: A Business Proposal from EC21 member



7.2 Manage My Buyers: Manage Buyers by Group

Buyers who you have searched through 'Search Buyers' enables you to easily manage buyers by creating Groups based on different features. The following is an example saving buyer information by creating different Groups based on Products.



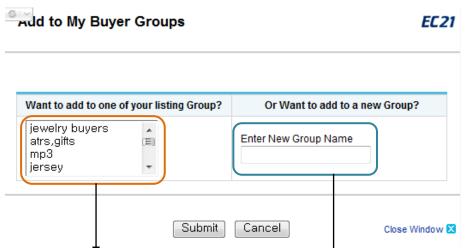
If you press Add to My Buyer button after searching buyers from 'Search Buyers' in No. 1, you can manage your buyers by Groups.

Search Buyers



If you check in the box and press 'Add to My Buyer' after searching your buyers, the pop-up screen will be displayed. You can newly create a Buyers Group from that screen or can save in the existing Group.

<The screen displayed by clicking "Add to My Buyer">

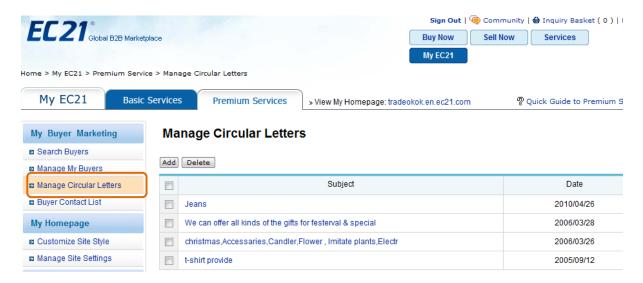


You can add new buyer information in the existing Buyer Group or may also add in the Group after newly creating Group Name.

You can register up to 200 Groups and the members of both Trade OK and PRO can save up to 2,000 buyers in total.

7.3 Manage Circular Letters: Register and manage your business proposals

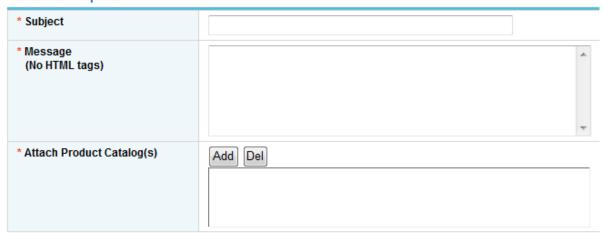
Did you find yourself troublesome to write a business proposal every time you send an inquiry to multiple buyers? Here's the function we offer you to easily send inquires through a 'Keep Loading' function after prewriting and saving your business proposal.



The following screen will be displayed when you click 'Manage Circular Letter' and press 'Add' button. Please fill in the format of your business proposal to be sent to buyers. Remember, your information should be always specified and accurate as much as possible.

Manage Circular Letters > Insert Business Proposal

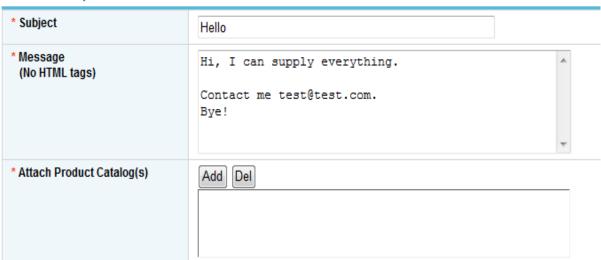
■ Business Proposal



The 'Title' of your business proposal which you just have registered will be displayed in the 'Circular Letter List' when you complete your registration.

An example of poor business proposal that is unlikely to gain buyer's confidence.

■ Business Proposal



An example of good business proposal that is likely to gain buyer's confidence

Dear Sir/Madam,

Your name has been given by EC21.com as one of the reliable importers of Korean Silk Fabrics.

We are, therefore, writing you with a keen desire to have a business connection with you.

In introducing ourselves to you we are pleased to comment that we have been engaged in shipping Silk Fabrics of all descriptions to all over the world enjoying a good reputation for a good many years. Because of our excellent organization for conducting export business and close connections with the best sources of supply, we may state that should you favorably consider our proposal and favor us with inquiries for your specific requirements we are in a position to supply you with Al goods at competitive prices.

We are sending you separately a copy of our complete catalog in which we trust you will find some that would suit for your trade.

In regard to the terms of business, we make it our customs to trade on a Banker's Irrevocable Letter of Credit, under which we draw a draft at sight. If you would care to deal with us on this basis, we shall be pleased to give you further details of business.

For any information respecting our standing and reputation, we are permitted to refer you to The Bank of Korea, Seoul.

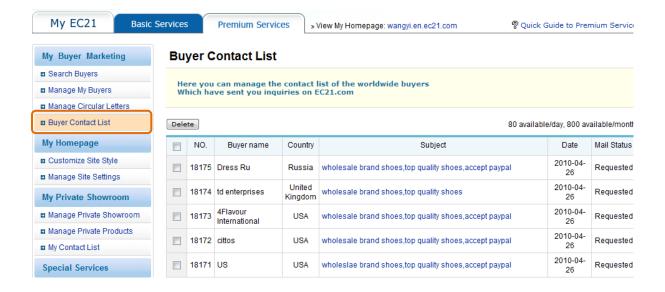
We look forward to your early and favorable reply.

Yours very truly,

If your business proposal provides insufficient amount of information or contains email address in the message, it may be automatically transferred to the Spam Folder inside the Inquiry Box of the buyer due to the computer system. The business proposal should be accurately written in details. You can register up to 100 business proposals.

7.4 Buyer Contact List: Save buyers' information

All inquires you've sent after searching buyers through 'Search Buyers' will be saved here. You can check buyer's information and your business proposals through 'Buyer Contact List'. Only 6 months of data will be kept here.



Chapter 8: Design your website (Exclusive services for Trade OK/Trade PRO members)

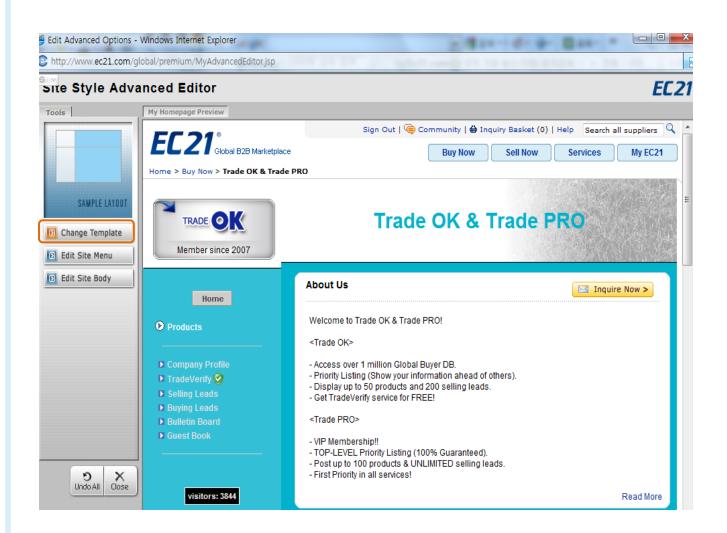
8.1 Customize Site Style (a function to produce DIY electronic catalogues)

The first function of 'Customize Site Style' will enable you to easily change the entire design of your website. The following screen will be displayed when you click 'Edit' button.

(My EC21 > Premium Service > My Homepage > Customize Site Style)

Site Style Advanced Editor





A. Change Template



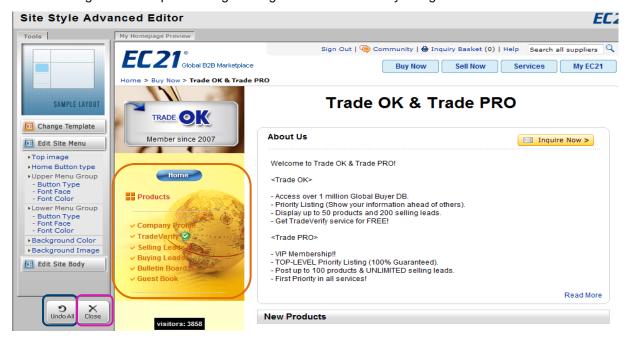


Your selected image will be immediately applied on 'Site Style Advanced Editor' page when you select an image you like. (For instance, you can preview how the design is changed in your website if you select a yellow scooter template on the top left.)

B. Edit Site Menu

The design on the left Menu of the website can be changed by clicking 'Edit Site Menu'. You can also change the top image on the left top, types of HOME button, type/font/color of the top Menu on the left, and type/font/color of the button on the bottom Menu on the left and color/image of the background.

The following is an example of design change on the left Menu by using 'Edit Site Menu'.

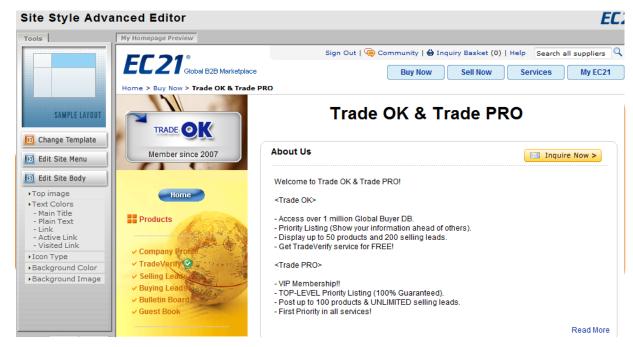


Click 'Undo All' button to restore to the original status.

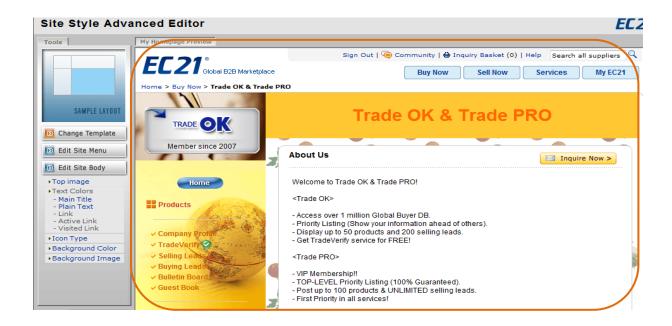
If you want to apply the change, press 'Close' and click 'Submit' button after closing the screen of 'Site Style Advanced Editor'

C. Edit Site Body

'Edit Site Body' is used when designing the text page on the right side of the website.



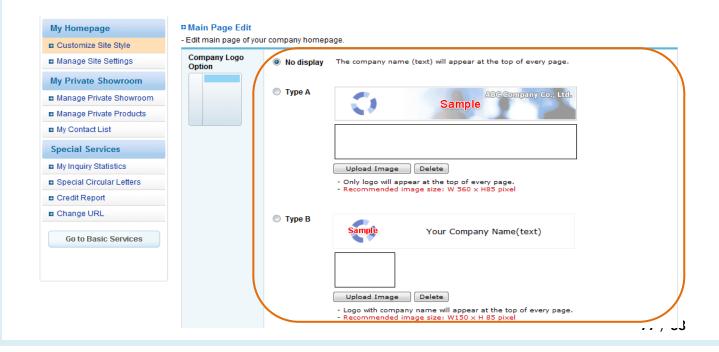
You can choose 'Top Image' of the text page on the right and text color, icon type, background color and background image. The following is an example of design change by using 'Edit Site Body'. If you want to restore to the original status, click 'Undo All'. If you want to apply the change, press 'Close' and click 'Submit' button after closing the screen of 'Site Style Advanced Editor'



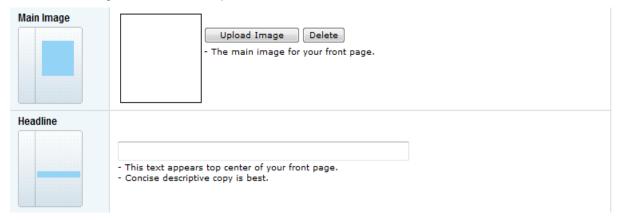
D. Main Page Edit

You can register a logo image of your company with "Company Logo Option".

If your logo is long in a horizontal shape, select 'Type A' and register the logo with 'Upload Image' button. If the logo is in a small shape to be attached on the top left, select 'Type B' and register the logo with 'Upload Image' button.

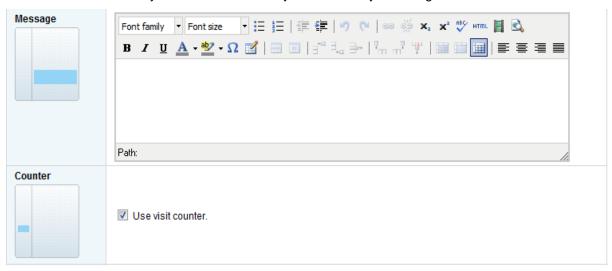


You can also register and change 'Main Image' to be displayed on the initial screen of the website and 'Headline' to be generated on the top of initial screen.

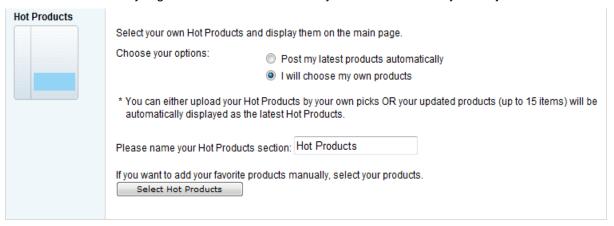


Enter the text in 'Message' to be contained in the initial screen such as greetings.

You can check how many visitors have viewed your website by checking 'Counter'.

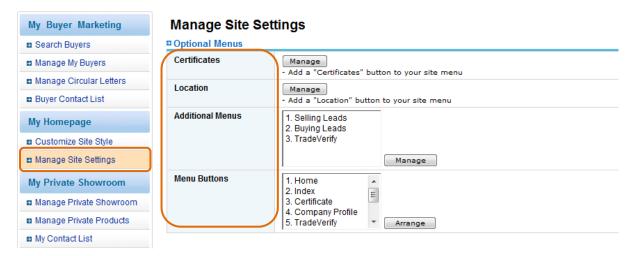


'Hot Product' is product information to be displayed on the initial screen of the website and can automatically show the most recently registered information. You may also demonstrate by directly select 'Hot Product'.

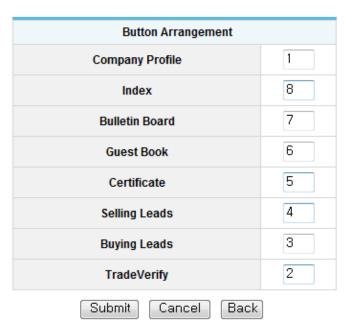


8.2 Manage Site Setting: Generate various website menus

If you want to add various menus on your website such as certificates, map, company history and greetings from CEO, try our 'Manage Site Setting' function.



- A. Certificates: You can register certificates of your company, business licenses, etc.
- **B.** Location: You can also register addresses of branch office, factory, warehouse and R&D center in addition to the headquarter address.
- **C.** Additional Menus: Various information including map, company history, greetings from CEO can be registered in addition to certificates.
- D. Menu Buttons: You can change the sequence of buttons on the left bottom of the website.
 The button location will be changed after entering the numbers by pressing 'Arrange' button.



If you have any button that you wish to hide, enter the number 0.

We will keep looking at File Upload functions of "Manage Site Settings".

□ File Upload

- Add extra files to your site

Image files	Manage Add an additional image on the bottom of your main image.
HTML files	Manage Insert a function of link to saved HTML page.
Downloadable files	Manage Let visitors download your files.

a. Image files

As a principal, you can only register one image per a product when you register products from Basic Service. However, if you register multiple images from Image Files and paste at Product Description by copying the address of those images, multiple images can be demonstrated for one product description.

How to Use





Copy the HTML tag including the file extension. (.jpg, gif).

Image Name	HTML Tag	Image Preview
hancheyoung.ipg		
category image.ipg		



Paste the HTML tag to where you want You can paste HTML Tag to a 'Description' field at Main Page Edit, Post(Edit) a Group, Post(Edit) a Product. Select HTML option and paste the tag into the 'Description' field.

Example) Adding 'Specification Form.jpg' under the Product image



b.Html files

With the same manners applied for images, HTML files can be saved at this place. You can easily work HTML by pasting sources to Product Description, etc.

How to Use





Copy the HTML tag, including the file extension(.html)

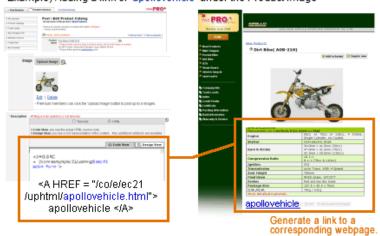
HTML Name	HTML Tag
Daum.htm	
Daumm.htm	



Paste the HTML tag to where you want

You can paste HTML Tag to a 'Description' field at Main Page Edit, Post(Edit) a Group, Post(Edit) a Product. Select HTML option and paste the tag into the 'Description' field.

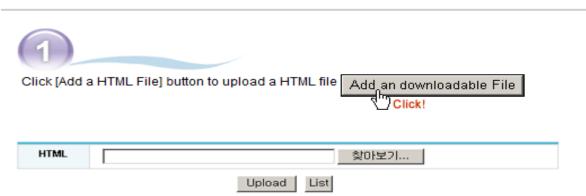
Example) Adding a link of 'apollovehicle' under the Product image



C. Downloadable files

This function can be easily used when you want to demonstrate Price List in Excel, complicate drawings and presentation materials made in either Word File or Power Point to visitors. The user can download the materials after clicking 'Link'.

How to Use





Copy the HTML tag, including the file extension(.html)

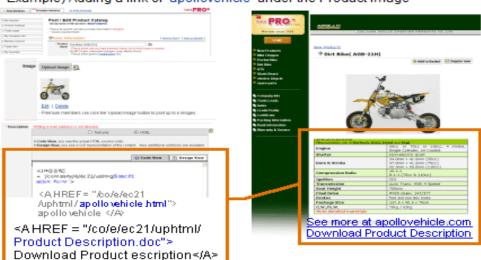
Downloadable File Name	HTML Tag
vision2004.doc	
inquiry01.qif	



Paste the HTML tag to where you want

You can paste HTML Tag to a 'Description' field at Main Page Edit, Post(Edit) a Group, Post(Edit) a Product. Select HTML option and paste the tag into the 'Description' field.

Example) Adding a link of 'apollovehicle' under the Product image



We will keep looking at 'Manage My Board' which is the final function contained in 'Mange Site Settings'.

■ Manage My Board

- Edit posts and show or hide the Bulletin Board and Guest Book on your homepage.

Bulletin Board

Danioun Douna	
Title of Board	Bulletin Board Edit
Postings	Manage Board
Publishing Option	○ Hide ◎ Publish Save

Guest Board

Title of Board	Guest Book Edit
Postings	Manage Board
Publishing Option	○ Hide Publish Save

a. Bulletin Board

This function enables you to easily register and manage the bullet board in the website of EC21.

You can newly create the name of your board through 'Title of Board'.

By clicking 'Manage Board', you can register and mange the writings in the board.

The board will be displayed in your website by selecting 'Publish' from Publishing Option and can be disappeared by selecting 'Hide'.

b. Guest Board

Guest Board is a place where visitors can write their comments.

The writings made by visitors can be modified or deleted through 'Manage Board'. With the same manner applied on the board, writings made by visitors can be either hidden or published from the website.

8.3 Change URL: Change the website address (http://newURL.en.ec21.com)

If the existing URL is not so good, the paid members can apply to change it. Our administrator will change the URL within a short period of time after receiving an application.

Enter the URL to change in the blank of the above page and press 'Post' to complete your application. The URL can be entered with 4 to 20 letters and should only be entered with small letters of English and numbers. If the URL is being used by other user, you cannot use the same URL. Therefore, please make sure to click "Check URL".

Change URL

- Please enter a desired URL that you wish to use for your EC21 Home Page. EC21 administrator will check the availability and will update you soon.
- If your desired URL has already been used by another EC21 member than EC21 administrator will notify you and you will be required to choose another URL matching your interest.
- Once you change the URL, all your URL in English, Chinese and Korean site will also get changed.

Current URL	tradepro.en.ec21.com
New URL	en.ec21.com Check URL -Your URL must be 4-20 characters long in lowercase letters (a-z) -Please do NOT include any special characters ((){}[] `¬;!"£\$%^&*"<>:;#~+=,@).

Post Cancel

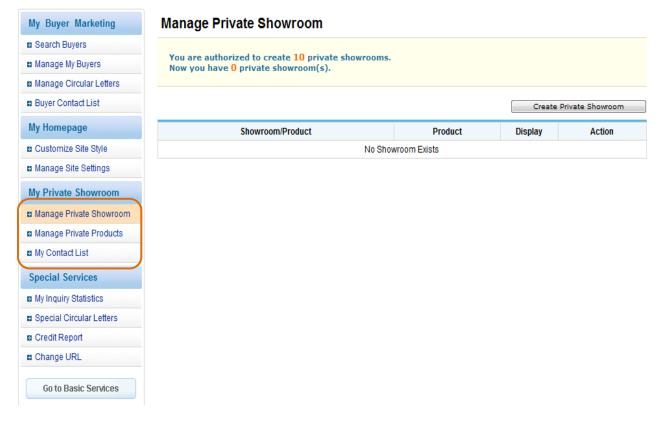
Chapter 9:Special Services (exclusive services for Trade PRO members)

9.1 My Private Showroom: Make a showroom and send product information only to the selected buyers.

'Private Showroom' provides a function to send product information to limited number of target buyers when you do not wish to show your valuable information to everyone. This function is especially useful when you want to present new products to the specified buyers.

Click "Create Private Showroom" from "Manage Private Showroom" and enter the name and description of Showroom.

9.1.1 Manage Private Showroom



Create Private Showroom



9.1.2 Manage Private Products

After that, register the products at Showroom by moving to 'Manage Private Products; Menu. The page to enter Product Information will be displayed when you click "Post new product'. Register your product name, description and image in a sequence.

Manage Private Products



9.1.3 My Contact List

Enter the contact information of targeted buyers to receive Product Information of Showroom in "My Contact List".

My Contact List



Enter the name, company name and email address of the buyers to receive this information by pressing 'Add a new buyer".

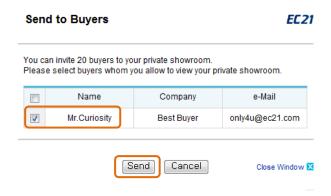


Return to "Manage Private Showroom" again and click "Send to Buyer" to forward Product Information contained in the Showroom to applicable buyers.

Manage Private Showroom



A pop-up screen will be displayed when you click "Send to Buyer". Recheck the name of buyers and press 'Send' button to forward the Showroom to targeted buyers.



9.2 My Inquiry Statistics: View my inquiry statistics in a graph

The first menu in Special Services "My Inquiry Statistics" demonstrates a graph indicating inquires received for the recent 6 months, top 5 products received the most inquires, countries sent inquires and page view, etc.



9.3 Credit Report: Apply free credit report services

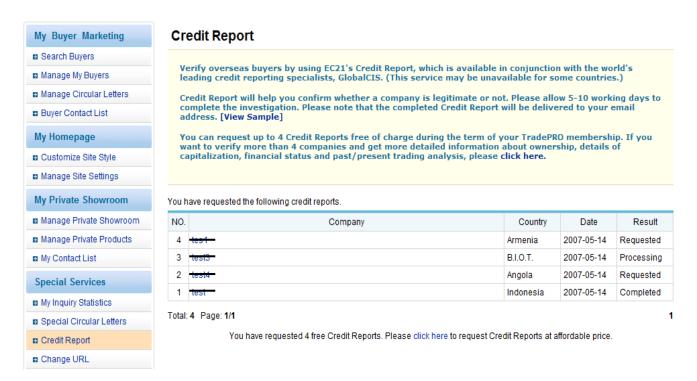
If you're a Trade PRO member, you can apply free credit report services of the opponent company four times a year.

- Click a following link if you want to see the sample of credit reports http://www.ec21.com/html/ec/acp/Bizcheck_Sample.html
- You can apply this service at the 'Credit Report' page as following.

http://www.ec21.com/html/ec/acp/acp_01.html

Amount of time required in Credit Report services will be as follows;

- Biz-Check: 2~3 days -Quick-Rate: 4~5 days -Full Check: 6~7 days



So far, we took a close look at services and functions provided by EC21 English website.

If you have subscribed to English site of EC21, you may also subscribe to membership of Korean site (http://kr.ec21.com) by writing few required items in Korean (company description, address, etc) with the same ID and password you're using at English site.

You can also log-in to Chinese Site (http://cn.ec21.com) with the same ID and password you're using at English site. Each MENU provided in My EC21 page at Chinese Site will be the same as English Site. Therefore, just separately enter Product Information, Leads Info and Company Info in Chinese at each MENU.

With various services offered by EC21, we always wish your great success and continuous prosperity! Thank you.



Zhuhai AUjet printer CO.LTD

View Products

http://www.tradekey.com/product_view/id/1725943/.htm

View Company Profile

http://www.tradekey.com/profile_view/uid/5217157/.htm

View Catalog

Related Products: inkjet printer, , piezo inkjet printer, printer machinery, high resolution

inkjet printer